

# Louisiana Tourism



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**NOTE** - TO EASE COMPREHENSION, ELEMENTS WERE ALSO ORGANIZED BY THE DATE OF OCCURRENCE. PLEASE SEE BELOW.

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# Goals & Objectives

## GOALS

Increase tourism revenue and contribute to economic development in local communities.

### Position Louisiana as:

- A “Sportsman’s Paradise”
- “Festival Capital of the World”
- Culinary destination
- Unique cultural experience

## OBJECTIVES

- To increase visitor spending by 7 percent by December 2013.\*
- To increase intent to visit Louisiana by 10 percent by December 2013\* for the regional and national markets.
- To increase Louisiana visitation by 7 percent by December 2013. \*
- To increase positive perception of Louisiana.
- To nurture relationships with statewide stakeholders and industry partners.
- To increase traffic to online resources.

\*Measurement based on 2010 research indicators.

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# Contact Information

## Louisiana Office of Tourism Staff Directory

### Administration

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# Contact Information

## *Louisiana Office of Tourism Staff Directory cont.*

### **Programs & Services**

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# Important Future Dates

## DATES

2/21/2012  
2/24-26/2012  
3/31/2012 & 4/2/2012  
4/30/2012  
1/5-9/2013  
1/18-23/2013  
2/3/2013  
2/12/2013  
1/16-21/2014  
2/16-20/2014  
3/4/2014  
1/13-16/2015  
1/17-21/2015  
1/21-24/2015  
2/17/2015

## EVENT

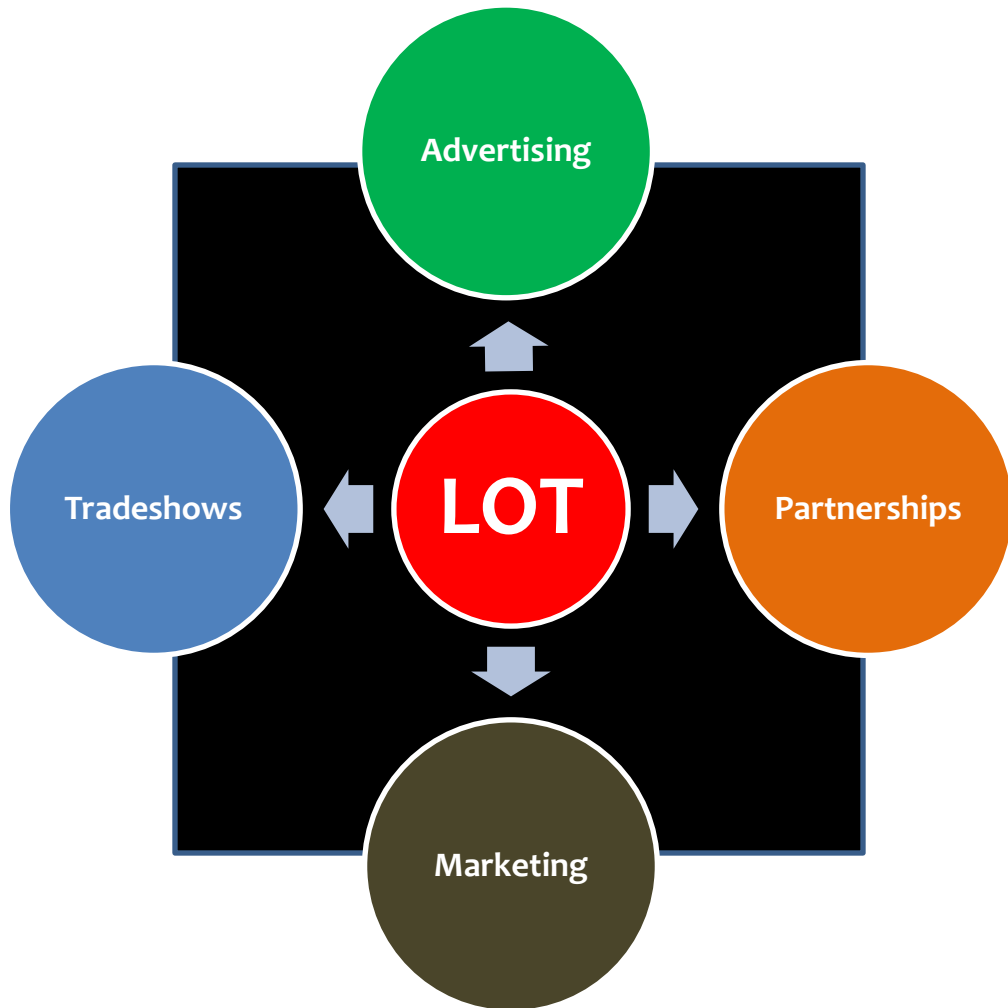
Mardi Gras  
BassMaster Classic  
Final Four  
200th Birthday Celebration  
American Bus Assn.  
National Tour Assn.  
Super Bowl  
Mardi Gras  
ABA  
NTA  
Mardi Gras  
NTA Pre-Fams  
NTA  
NTA Post-Fams  
Mardi Gras

## LOCATION

Statewide LA  
Shreveport  
New Orleans  
Baton Rouge  
Charlotte  
Orlando  
New Orleans  
Statewide LA  
Nashville  
Los Angeles  
Statewide LA  
Statewide LA  
New Orleans  
Statewide LA  
Statewide LA

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# OPPORTUNITIES



## AT A GLANCE

## ADVERTISING



### **2011 Fall Campaign**

Run Dates: 9/26/11 – 11/27/11

Partner Sign Up Deadline: 10/14/11

The four - week campaign will be directed to the primary markets of Atlanta, Houston, Dallas/Ft. Worth and Memphis. A partner can buy into the campaign by media, cable and/or newspaper tactics, where a media tactic will encompass all markets together in a bundled fashion. Partners will also be able to buy into one or all four of the mini media buys (again by media), depending on the interests (Nature-Based, Festivals, Culinary and Cultural) and offering of their destination.



### **2012 Spring Campaign**

Run Dates: 2/6/12 – 4/1/12

Partner Sign Up Deadline: 12/15/11

This five-week campaign will focus on the incorporation of highly targeting communication tactics, including television (cable), internet, print (major daily newspapers). Focus will be directed to the primary markets of Austin, Laurel/Hattiesburg, Mobile, Pensacola, San Antonio, Chicago, Jackson, Little Rock, Nashville, Orlando, Atlanta, Houston, Dallas/Ft. Worth and Memphis. Partners will also be able to buy into one or all four of the mini media buys (again by media), depending on the interests (Nature-Based, Festivals, Culinary and Cultural) and offering of their destination.

*For more information on these programs, contact Misty Velásquez at (225) 219-9858.*

## TRADESHOWS

### **La Cumbre** (1 Spot Open)

Las Vegas, NV / Sept. 7-9, 2011

La Cumbre - Americas' Travel Industry Summit is an annual 3-day event which offers effective business and networking opportunities through up to 30 pre-scheduled appointments with leading Central and South America industry representatives. Cost is \$750 which includes one delegate in booth, plus official meals and functions.

### **World Travel Market** (Full)

London/ Nov. 7-10, 2011

Staged annually in London, World Travel Market is a vibrant, four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet,

network, negotiate, and conduct business under one roof.

Cost is \$1,500 which includes one delegate and functions.

### **International POW WOW**

Los Angeles, CA / April 21-25, 2012

The U.S. Travel Association's International POW WOW is the largest generator of Visit USA travel. In just three days of intensive pre-scheduled business appointments, the LOT booth created over 120 leads. Cost is \$2,000 which includes one delegate and functions.



**Join Us in  
2011/2012**

*To find out how to become involved, contact  
Susan Smith at (225) 342-8207.*



## MARKETING

### **TORONTO MISSION & GOURMET FOOD & WINE SHOW**

November 14-16, 2011

Sign Up Deadline:

October 1, 2011

Cost to Participate:

Travel + \$900 (Consumer Show)

LOT will offer two partnership opportunities in conjunction with our participation in the Toronto Gourmet Food & Wine Show. The first partnership is a buy-in opportunity in a Louisiana culinary travel booth at the Gourmet Food & Wine Show. This will allow partner CVB's to exhibit and promote their destination at a much lower cost than individual participation cost would be. The second opportunity is a travel trade and media sales mission held immediately prior to the consumer show.

### **MONTREAL SALES MISSION**

February 6 – 10, 2012

Sign Up Deadline:

December 1, 2011

Cost to Participate:

Travel

Planned for 2012 is a five day intensive sales mission in covering the Montreal/Quebec region in conjunction with the Quebec Winter Carnival. The mission will include a media/travel trade event as well as sales calls and reservation center presentations at major tour operator companies.

### **MEXICO SALES MISSION**

February 27 – March 1, 2012

Sign Up Deadline:

December 1, 2011

Cost to Participate:

Travel

Planned for 2012 is a five day intensive sales mission in covering the Mexico City and Monterrey regions. The mission will include a media/travel trade event as well as sales calls and reservation center presentations at major tour operator companies.

Up to six partnership opportunities are available for this sales mission.

### **VANCOUVER SALES MISSION /EAT VANCOUVER**

May 21-23, 2012

Sign Up Deadline:

December 1, 2011

Cost to Participate:

Travel + \$800 (Consumer Show)

LOT will offer two partnership opportunities in conjunction with our participation in the EAT Vancouver Show. The first partnership is a buy-in opportunity in at EAT Vancouver culinary expo. This will allow partner CVB's to exhibit and promote their destination at a much lower cost than individual participation cost would be. The sales mission will target the primary tour operator companies and consumer media outlets within the metro-Vancouver region.

### **UK/France MISSION**

June 4-15, 2012

Sign Up Deadline:

February 1, 2012

Cost to Participate:

Travel + \$2,000 (Travel South Fee)

Planned for 2012 is a 2-week intensive sales mission in covering the primary cities and markets of both the UK and France. The mission will include a media/travel trade event as well as sales calls and reservation center presentations at major tour operator companies.



*To find out how to become involved, contact Susan Smith at (225) 342-8207.*

## PARTNERSHIPS

### Competitive Grant Program (CGP)

The purpose of the LOT Grant Program is to encourage and support marketing and Project Enhancement Initiatives (PEIs) that will contribute to Louisiana's tourism industry by attracting and retaining visitors. To achieve this, the program must:

- Facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience.
- Strengthen Louisiana's tourism partnerships and alliances to support the state's tourism industry as a whole.
- Increase visitation, length of stay and tourism expenditures in Louisiana.

**2012/2013 Applications Become Available**

**01/12/12**

**2012/2013 Applications are Due**

**03/16/12**

*For more information on this program, contact  
Leeann Borne at (225) 342-6376 or [lborne@crt.la.gov](mailto:lborne@crt.la.gov).*

### Cooperative Marketing Program (CMP)

The purpose of the Cooperative Marketing Program (CMP) is to empower local governments and tourism promotion organizations to determine which marketing efforts best promote the history, culture, art, folk life, recreation and leisure opportunities, natural and science resources, sites, attractions, accommodations and/or other events or activities that support the LOT.

Any CVB or DMO whose media efforts are designed to promote the tourism resources of Louisiana are eligible for grants from LOT of up to 50% of the total cost of approved media. This may not exceed \$20,000 per applicant. Program eligibility may include a project or campaign which supports any item listed in the mission.

**2012/2013 Applications Become Available**

**01/12/12**

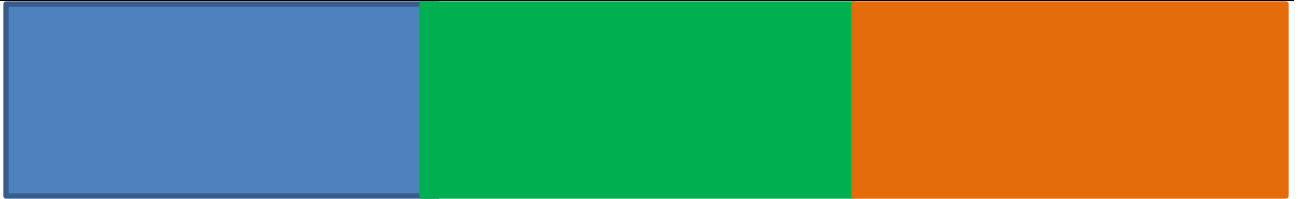
**2012/2013 Applications are Due**

**03/16/12**

*For more information on this program, contact  
Lindsey Schmitt at (225) 342-7987 or [lschmitt@crt.la.gov](mailto:lschmitt@crt.la.gov).*



# By the Color



The Louisiana Office of Tourism's (LOT) Marketing Plan is an overview of the plan of work for FY 2012. This document outlines the sequence of programs and steps that must be performed for LOT to achieve its goals and objectives.

It is a living document which will change as programs progress. Programs are color coded according to area/department:

**ADVERTISING**

**RESEARCH**

**DEVELOPMENT**

**TRADESHOWS**

**IMPORTANT DATES**

**MARKETING**

**INTERNATIONAL**

**INTERNET MARKETING**

**PARTNERSHIPS**

# Advertising

# 2011 Fall Campaign

## 2011 Fall Campaign

September 26- November 27, 2011

Core Markets:	Houston, Dallas
Growth Markets:	Atlanta, Memphis
Media:	Cable Broadcast, Interactive, and Print

The Louisiana Office of Tourism's eight-week fall campaign is designed to:

- Target prime-time cable programs with strong connections to Louisiana or Louisiana product.

- Capitalize on Louisiana's rich musical roots through the creation of a music station on pandora.com.

- Offer buy-in opportunities for CVB partners in cable broadcast and print in all four markets.

- Reach Louisiana's target audience through a "Louisiana Print and Digital Editorial Program" in the travel sections of the Houston Chronicle, Dallas Morning News and Atlanta Journal Constitution on Sunday, October 16, 2011.

  - This element was secured through LOT's long-time partnership with the Louisiana Press Association and includes the opportunity for CVBs to purchase advertising adjacent to Louisiana's ads at a reduced rate. To participate, contact Erin Palmintier at the Louisiana Press Association (LPA) at 225-344-9309 ext. 11 or [erin@lapress.com](mailto:erin@lapress.com) by Monday, October 3.

- Achieve a significant marketing impact in these markets during the 4<sup>th</sup> quarter (peak advertising season).

## TIMELINE

- Mon., Oct. 3: Application deadline for the print/interactive program.

- Fri., Oct. 14: Application deadline for cable program participation.

- Fri., Oct. 28: Submission deadline for cable program creative.

*For more information, contact Misty Velásquez at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

# 2012 Spring Campaign

## **2012 Spring Campaign**

February 6 – April 1, 2012

*Partially funded by BP*

To encourage late winter and early spring travel, specifically during Louisiana's festival season, this 8-week cable TV, internet, print and radio campaign will run in the following markets:

Core Markets:	Dallas/Ft. Worth, Houston, Laurel/Hattiesburg, Mobile, Pensacola, San Antonio
Growth Markets:	Austin, Atlanta, Chicago, Jackson, Little Rock, Memphis, Nashville, Orlando

Within our target demographic (adults 25 -54, household income of \$50k+), we will target consumers whose specific interests coincide with Louisiana's abundant offerings:

- Premier outdoor sporting opportunities
- Frequency and variety of festivals
- Premier culinary destination
- Unique cultural experience

## **TIMELINE**

Tue., Nov. 1, 2011:	Buy-in/application information sent to CVBs.
Thu., Dec. 1, 2011:	Application deadline for participation.
Tue., Dec. 20, 2011:	Submission deadline for creative.

*For more information, contact Misty Velásquez at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*



# Southern Living

## **SOUTHERN LIVING “PASSIONATE ABOUT LOUISIANA” PARTNERSHIP**

Annual Program

Southeast Region

BP Funded

This partnership includes advertising, sweepstakes promotion, and print and online advertorial designed to create vacation interest in and visitation to Louisiana.

### ADVERTISING

Full-page, 4-color ads will run in the July 2011, November 2011, January 2012 and April 2012 issues of Southern Living Magazine.

### “Passionate About Louisiana” Reader Engagement Program/ Advertorial

Advertorial will run January 2012.

- Southern Living Editors will pose a question to their 16 million readers, such as “What do you love about Louisiana?” or “What are your favorite activities to enjoy when visiting Louisiana?”
- SL Editors will launch the topic via editors’ blogs (i.e. “Tales from the Road” or “Eating our Words”) and encourage readers to post their answers.
- Full-page bonus advertorial will feature the best reader responses, LOT’s marketing message integrated into the content, the Louisiana “Pick Your Passion” logo and promotion of a “Pick Your Passion” sweepstakes”.
- Online exposure includes branded content from the advertorial, the LOT logo and direct link to louisianatravel.com, and sweepstakes entry.

### “Pick Your Passion” Sweepstakes Promotion

Promotion via

- The “Passionate About LOU!S!ANA” advertorial
- The full-run Events & More promotion page (1x, minimum 1/6 page)
- SouthernLiving.com marketplace page
- eBlast travel promotion to 432k (features up to 4 travel advertisers)

# History Channel Magazine

## **HISTORY CHANNEL MAGAZINE**

September-October 2011

History Enthusiasts

Program was acquired through Travel South's Ultimate Ad Challenge. Readers are travel enthusiasts looking for their next great historic adventure, and have time and discretionary income to travel. In the last 12 months:

- 63% of readers took an overnight trip
- 89% traveled by car
- 51% traveled to historic site/place/event

ISSUE: Sept/Oct "Travel Destinations Directory"

CIRC: 300,000

### INCLUDES:

- Full page ad in 2011 September/October issue.
- Listing and full page advertorial in the issue's "Historic Trails of the South" special section.
- Travel Destinations lead generation.
- Sweepstakes marketed to the History Channel Club members.
- Creation and distribution of a geo-targeted newsletter which will highlight Louisiana's "Historic Trails of the South."

# Garden & Gun

## **GARDEN AND GUN MAGAZINE**

October-November 2011

Southern Affluent

Program was acquired through Travel South's Ultimate Ad Challenge. The *Garden & Gun* reader has:

- Median net worth of \$1,874,308.
- Median age of 48.
- Median HHI of \$174,763.

ISSUE: Oct/Nov – Tastes & Tunes issue

CIRC: 165,000

### INCLUDES:

- In-book content giving first-hand favorite experience from a native Louisianan with national notoriety.
- On-line marketing implemented through a dedicated newsletter and web banner.
- Creation and distribution (to full circulation) of a poly bagged Travel South Album with Hi-Fi media card.

# Development

# Development Program

## Goals for Development

- Provide Louisiana visitors with attractions and information to stimulate extended lengths of stay and higher expenditure levels.
- Support the protection of primary markets and expand Louisiana reach to new markets.
- Use technology and communication as tools and strategies for facilitating regional tourism development.
- Support the development and growth of niche markets by providing technical assistance; facilitation and promotion; and economic and marketing analysis support.

The Office of Tourism represent the interest of the Louisiana tourism industry . We are always looking for new ways to work with tourism partners and would be delighted to hear from you at any time.

If you would like to get involved in any of the following development projects please contact:

Melody Alijani, Director of Research and Development  
[malijani@crt.la.gov](mailto:malijani@crt.la.gov) or 225-342-8142

# Development Program

## **Adventure Tourism Program**

Responsible travel to natural areas that conserves the environment and improves the well-being of local people. Supports fauna, flora, and local economy. Tourism to exotic or threatened ecosystems to observe wildlife or to help preserve nature.

### **Tactics**

- Continue to work on micro-sites that promote niche, non-consumptive ecotourism activities. Examples include biking, hiking, paddling, birding, camping, photography, and swamp tours.
- Implement and participate in ecotourism brand identity and marketing and advertising to build awareness.
- Increase brand awareness; communicate to access businesses; sale of packages; visitor guide advertising and promotion; trade show participation; co-op programs; stakeholder participation; and support with familiarization tours and media information.
- Act as a catalyst to partnership development between stakeholder and the state to grow the marketing budget.
- Explore external sources of funding to promote awareness and education.
- Facilitate development of fully-integrated regional marketing plans with a cohesive approach to incorporate Louisiana Sportsman's Paradise brand into cooperative marketing tactics, public relations opportunities, and trade messaging with sister agencies.

### *Phase 1:*

*Task: Printed and digital guides for Bike, Paddle and Birding*

*Start Date: August 2011*

*Completion date: October 2011*

*Task: Adventure Tourism Fam Tour*

*Start date: Planning January 2012*

*Completion date: March 2012*

*Task: Updated trails and mapping system*

*Start date March 2012*



# Development Program

## **Louisiana Soundtrack**

Aggressively promote sophisticated packaging and promotion of Louisiana music as primary attraction online. Technology is a critical factor in the future success of reaching targeted visitor segments by communicating emotional and functional benefits more cost-effectively and efficiently. An ever-increasing number of people are using the Internet for trip planning and bookings (67% of the traveling public, according to TIA).

## **Tactics**

- Expose visitors to Louisiana music through an interactive experience by creating a micro-website.
- Collect appropriate Web-based data in an effort to develop and cultivate useful information for the traveler.
- Create an image and a 'brand' that can be placed on collateral material which will drive people to the website.
- Investigate new technology and online practices to showcase and promote musical destinations and attractions, such as virtual festival tours, assets and blogs, as well as programs that effectively cross-sell destinations.

## *Phase 1:*

*Task: Design and launch micro-site*

*Start Date: August 2011*

*Completion date: April 2012*

*Task: Louisiana Music Tourism Fam Tour*

*Start date: Planning February 2012*

*Completion date: April/May 2012*

*Task: Partner with American Oxford to highlight Louisiana Music in 2012*

*Start date: December 2011*

*Completion date: December 2012*

# Development Program

## **Louisiana Foodscapes**

Engage visitors in the Louisiana culinary experience as a main activity through a Farm to Fork tourism program.

## **Tactics**

Phase one of the Farm to Table program: Louisiana Foodscapes

Work with the Louisiana Byways program to enhance the tourism products in growth areas of the state.

Partner with LSU Ag and the Department of Agriculture to collect appropriate Web-based data in an effort to develop and cultivate useful information for the traveler.

Create an image and a 'brand' that can be placed on collateral material which will drive people to the website.

Build relationships with the producers and assets in hospitality industry.

Collect food stories that connect the visitor to the state on an emotional and personal level.

Investigate new technology and online practices to showcase and promote culinary destinations and attractions, such as virtual farm and market tours, assets and blogs, as well as programs that effectively cross-sell destinations.

-Develop an i-phone/Smartphone Application.

## *Phase 1:*

*Task: Identify visitor friendly farms and producers*

*Start Date: August 2011*

*Completion date: April 2012*

*Task: Fam Tour*

*Start date: Planning May 2012*

*Completion date: June 2012*

# Development Program

## **African American Heritage Trail**

Expand the product and marketing of the trail.

### **Tactics**

Create a standard to which all sites must meet; Implement an application process and timeline.

Provide site with trail markers that include QR codes.

Create an image and a 'brand' that can be placed at all the sights which will drive people to the website.

Build better relationships with each site to enhance cross promotion.

Collect more stories that connect the visitor to the state on an emotional and personal level.

Investigate new technology and online practices to showcase and promote destinations and attractions, such as virtual tours, assets and blogs, as well as programs that effectively cross-sell Louisiana destinations and products. .

### *Phase 3:*

*Task: Design and launch android app*

*Start Date: December 2011*

*Completion date: April 2012*

*Task: Provide a stronger application process for new sites to the trail*

*November 9, 2011 Application postmark deadline*

*November 2011 - January 2012 Review Committee visits applicant sites*

*February, 2012 Applicants notified of AAHT site selection*

*March - April 2012 Window markers installation at AAHT Sites*

*Task: Provide sites with door tags identifying them as part of the trail*

*Start date: November 2011*

*Completion date: February 2012*

# Marketing

# Louisiana Road Show

## **Louisiana Road Show (Proposed)**

Chicago, IL

Spring 2012

*BP Funded*

- The Office of Tourism and participating partners (e.g. CVBs, Seafood Promotion Board, Louisiana Department of Wildlife & Fisheries, Louisiana Restaurant Association) will produce / host an event to highlight the unique qualities of Louisiana.
- Event will offer potential visitors a “hands-on” experience, such as how to cast a fishing line, learn the Cajun two-step, or how to boil/eat crawfish.
- A media partner will promote the event the week prior. The proposed partnership would include a minimum of a \$1 to \$1 advertising match, a sweepstakes, and/or a live remote from the event.
- Louisiana delegates will conduct travel trade and media sales calls in the Chicago area.
- This program will offer partnership opportunity. More information will be provided as details of the program becomes finalized.

*For more information, contact Misty Velásquez  
at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

# Holiday Program

## **HOLIDAY PROGRAM (Proposed)**

November 2011

Winter Non-VFR (Visiting Friends or Relatives) Travelers

*BP Funded*

- LOT will identify and pursue a media partner whose demographic matches our target audience (e.g. AAA, Budget Travel, AARP) and will utilize their database to promote holiday travel to Louisiana.
- LOT will produce a promotional piece which highlights Louisiana festivals and events occurring November 1, 2011 –January 2, 2012.
- The promotional piece will include sweepstakes information. To register to win a trip for two to Louisiana, participants will be directed to a landing page on LouisianaTravel.com.

*For more information, contact Misty Velásquez  
at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*



# Partnerships & Sponsorships

# Competitive Grant Program (CGP)

## Competitive Grant Program (CGP)

### Annual Program

The purpose of the LOT Grant Program is to encourage and support marketing and Project Enhancement Initiatives (PEIs) that will contribute to Louisiana's tourism industry by attracting and retaining visitors. To achieve this, the program must:

- Facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience.
- Strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole.
- Increase visitation, length of stay and tourism expenditures in Louisiana.

For the FY 11-12, the LOT Competitive Grants Program received 55 eligible applications. A total of \$309,825.75 was awarded to 42 applicants.

LOT awards two types of grants through this program:

- Marketing Grants – 50% cash match for qualifying marketing expenses associated with the promotion of an event. Payments made on reimbursement basis only. Maximum grant award: \$25,000.
- PEI Grants – Funds may be used for no more than 50% of the total budget of a PEI. A minimum of 25% of the grant must be used for qualifying marketing expenses. Payments made in two installments. Maximum grant award: \$25,000.

**2012/2013 Applications Posted**

**01/12/12**

**2012/2013 Applications Due**

**03/16/12**

*For more information on this program, contact Leeann Borne  
at (225) 342-6376 or [lborne@crt.la.gov](mailto:lborne@crt.la.gov).*

# Cooperative Marketing Program (CMP)

## **Cooperative Marketing Program (CMP)**

### Annual Program

The purpose of the Cooperative Marketing Program (CMP) is to support designated tourism promotion organizations to determine which marketing efforts best promote their history, culture, art, folk life, recreation and leisure opportunities, natural and science resources, sites, attractions, accommodations and/or other events or activities that support the LOT.

For the FY 11-12, the Cooperative Marketing Program received 26 applications and awarded over \$471,000. All applicants were funded.

Any CVB or DMO whose media efforts are designed to promote the tourism resources of Louisiana are eligible for grants from LOT of up to 50% of the total cost of approved media. LOT matches up to \$20,000 per organization.

To be considered for funding, applicants must outline campaign goals, target audience and measurements of success for each proposed purchase. Measurements of success can be industry-related tax revenue, Average Daily Rates in destination's lodging, or visitor count.

**2012/2013 Applications Posted**

**01/12/12**

**2012/2013 Applications Due**

**03/16/12**

*For more information on this program, contact  
Lindsey Schmitt at (225)342-7987 or [lschmitt@crt.la.gov](mailto:lschmitt@crt.la.gov).*

# Partnerships & Sponsorships

LOT works in partnership with tourism professionals to extend and enhance their tourism efforts to domestic and international travel trade and consumers.

These partnerships serve to strengthen the efforts of our partners who participate in regional or multi-destination tourism marketing associations; specifically Louisiana Association of Convention & Visitors Bureau (LACVB), Southeast Louisiana Gumbo (SE LA Gumbo) and Louisiana North (LA North).

The purpose of the **Louisiana Association of Convention & Visitors Bureaus** is to raise the level of professionalism in the convention and visitor industry through an ongoing educational effort. Also, they provide members with special opportunities to market their communities as convention and tourism destinations. Membership is available for the CEO/Executive Director of the officially recognized tourism entity of a parish. Dues range from \$100 to \$1250, and are based on operating budget figures. To learn more about the LACVB, contact Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

**Louisiana North** is a marketing coalition made up of the northern twenty-nine Louisiana Parishes. Louisiana North was created to maximize the resources of the entire region. Louisiana North attends trade shows throughout the year. While some will not have the same impact as another, some are selected because of their geographic proximity. Every parish has a voice in when and where we choose to participate. To learn more about Louisiana North, contact Johnny Wessler at (318) 393-3274 or [jvwessler@aol.com](mailto:jvwessler@aol.com)

The **Southeast Louisiana Gumbo** group consists of a 10-Parish region located in Southeastern Louisiana. Members include: Baton Rouge, West Baton Rouge, Ascension, Livingston, Tangipahoa, West Feliciana, Pointe Coupee, St. Helena, East Feliciana, and Washington Parishes. The main objective of the group is to promote Southeastern Louisiana as a premier travel destination. To participate in the Southeast Louisiana Gumbo, your CVB must be in the Southeastern Louisiana Region and pay annual dues. Dues structure is based on bureau size, on a sliding scale. To learn more about the Southeast Louisiana Gumbo, contact Sharon Boudreaux-Stam at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

# Partnerships & Sponsorships

In 2011/12, LOT will partner with the Louisiana Association of Convention and Visitors Bureaus to represent the state and their destinations at shows in the following areas:

- Consumer
- Meetings/Incentive
- Sports Marketing
- Media Shows

## **Consumer**

### **SOUTHEAST TEXAS OUTDOOR SHOW**

Beaumont, TX

July 8-10, 2011

This is a sports show that draws visitors and exhibitors from far and wide. Most leading manufacturers, importers and exporters of boating equipment, canoeing, sailing and related fields can be found at this show.

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

### **CANADIAN PROMOTION TOUR**

Quebec City & New Brunswick

August 5 - 7, 2011

Includes Festival of New France in Quebec City with a celebration of Louisiana Day ([www.nouvellefrance.qc.ca](http://www.nouvellefrance.qc.ca)); Acadian Festival of Clare and the Acadian Festival of Caraquet Louisiana music will be featured; possible reception with the LA Seafood Promotion Board in Quebec City.

**CONTACT:** Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **MISS-LOU CONFERENCE**

Oak Grove, Louisiana

August 9-11, 2011

Show is attended by organizations focusing on tourism-related issues and owners of tourism-related operations in the Miss-Lou region. This region is defined as being the following counties and parishes:

- Louisiana – Avoyelles, Catahoula, Concordia, East Carroll, East Feliciana, Franklin, Madison, Point Coupee, Richland, St. Helena, St. Tammany, Tangipahoa, Tensas, Washington, West Carroll and West Feliciana
- Mississippi – Adams, Amite, Claiborne, Copiah, Franklin, Hancock, Issaquena, Jefferson, Lamar, Lincoln, Marion, Pearl River, Pike, Sharkey, Walthall, Warren and Wilkinson

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

# Partnerships & Sponsorships

## Consumer cont.

### **FAMILY MOTOR COACH ASSOCIATION (FMCA)**

Madison, WI

August 10-13, 2011

This will be FMCA's first international convention at this location and the fourth FMCA international event in the U.S. In 2011, LACVB had a booth and in 2011 sponsored the daily newsletter.

**CONTACT:** Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)  
OR  
Sharon Boudreaux-Stam, SE LA Gumbo at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

### **AARP NATIONAL EVENT & EXPO**

Los Angeles, CA

Sept. 22 - 24, 2011

The American Association of Retired Persons is the key channel to reach senior adults. This consumer show has historically brought in large numbers of the 50+ target audience. LTPA and LACVB will participate in this year's program to create a presence for Louisiana. In 2012 this convention will be in New Orleans.

**CONTACT:** Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **SOUTHERN WOMEN'S SHOW**

Birmingham, AL

October 6-9, 2011

Jam-packed with cool jewelry and handbags, make-up tips and tricks, delicious gourmet treats and more. Besides the incredible shopping, Participants can enjoy runway fashion shows, cooking classes and informed speakers. For additional information, go to [www.southernshows.com/wbi/](http://www.southernshows.com/wbi/)

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

### **TRAVEL & ADVENTURE SHOW**

Atlanta, GA

October 22-23, 2011

The Travel & Adventure shows historically draw large consumer audiences. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures. For additional information go to <http://media.adventureexpo.com/>

**CONTACT:** Sharon Boudreaux-Stam, SE LA Gumbo at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).  
OR  
Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)



# Partnerships & Sponsorships

## Consumer cont.

### **TEXAS MONTHLY BBQ FESTIVAL**

Austin, TX

October 30, 2011

One-day event which gives exhibitors the opportunity to showcase Louisiana and to attract visitors to Louisiana; sponsorship includes recognition in all promotions and on printed material and banners.

**CONTACT:** Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **DALLAS MORNING NEWS TRAVEL & ADVENTURE SHOW** Dallas, TX

November 12-13, 2011

The Travel & Adventure shows historically draw large consumer audiences. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures. For additional information go to <http://media.adventureexpo.com/>

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

OR

Sharon Boudreaux-Stam, SE LA Gumbo at (225) 344-2920 or

[sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

OR

Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **LOS ANGELES TIMES TRAVEL SHOW**

Los Angeles, CA

January 27-29, 2012

Captivates 20,000+ travel enthusiasts and members of the travel trade. Friday, January 27th will specifically cater to the needs of travel industry professionals with custom travel trade-based programming, followed by a late-afternoon preview of the show floor for travel industry attendees. Saturday and Sunday, January 28th and 29th, will be full-length consumer days. For additional information go to <http://events.latimes.com/travelshow/>

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

### **CHICAGO TRAVEL AND ADVENTURE SHOW**

Chicago, IL

January 28-29, 2012

The Travel & Adventure shows historically draw large consumer audiences. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures. For additional information go to <http://media.adventureexpo.com/>

**CONTACT:** Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

# Partnerships & Sponsorships

## Consumer cont.

### **CANADIAN SNOWBIRD EXTRAVAGANZA**

South Padre Island TX

February 7-8, 2012

Snowbird Special Events have consistently proven to draw a loyal and qualified demographic sample to each one of our shows. The South Padre Island Convention Center is a modern facility providing Winter Texans' Snowbird Extravaganza with 30,000 square feet to easily accommodate the Winter Texan visitors, exhibitors, seminars and non-stop entertainment. For additional information go to <http://www.snowbirdextravaganza.com/texas.html>

**CONTACT:** Sharon Boudreaux-Stam, SE LA Gumbo at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

### **TRAVEL & ADVENTURE SHOW**

Santa Clara CA

February 18-19, 2012

The Travel & Adventure shows historically draw large consumer audiences. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures. For additional information go to <http://media.adventureexpo.com/>

**CONTACT:** Sharon Boudreaux-Stam, SE LA Gumbo at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

### **BASSMASTER CLASSIC**

Shreveport LA

February 24 – 26, 2012

While the casters compete for the top prize of a \$500,000 (and a total pay-out topping a million bucks), thousands of spectators are expected to attend the weigh-ins and the Classic Outdoor Expo being held at the Shreveport Convention Center. For additional information go to <http://www.bassmaster.com/classic>

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).  
OR  
Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **MISSISSIPPI GARDEN AND PATIO SHOW**

Biloxi MS

March 2-4, 2012

Held at the Mississippi Coast Coliseum & Convention Center this event is attended by approximately 6,000 Biloxi area residents. The show is the perfect opportunity for businesses to showcase their products related to home building, remodeling, improvement, outdoor living and travel. For additional information go to [http://www.msnla.org/2011\\_GulfCoast\\_Exh\\_Packet.pdf](http://www.msnla.org/2011_GulfCoast_Exh_Packet.pdf)

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

# Partnerships & Sponsorships

## **Consumer cont.**

### **NY TIMES TRAVEL SHOW**

New York NY

March 2–4, 2012

The NY times Travel Show draws an estimated 18,000+ avid travelers and industry professionals each year. Attendee demographics show a household income of \$75,000, with 65% of the attendees likely to vacation at least 2x per year. For additional information go to <http://www.nyttravelshow.com/>

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

### **SOUTHERN WOMEN'S SHOW**

Memphis TN

Louisiana North

March 9–11, 2012

The Women's Show is your gateway to this important target audience. The exhibition provides the opportunity to talk one-on-one with thousands of women in a festive, fun and sales-oriented atmosphere. Join us. For additional information go to

<http://www.southernshows.com/wme/>

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

### **JACKSON GARDEN AND PATIO SHOW**

Jackson, MS

March 16-18, 2012

Held at the Mississippi Trade Mart on the Fairgrounds in Jackson Mississippi, this event is attended by approximately 6,000 Jackson area residents. The show is a opportunity for businesses to showcase their products related to home building, improvement, and travel.

For additional information go to [http://www.msnla.org/2011\\_GulfCoast\\_Exh\\_Packet.pdf](http://www.msnla.org/2011_GulfCoast_Exh_Packet.pdf)

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

### **THE GOOD SAM RV RALLY**

Phoenix AZ

March 22-25, 2012

Good Sam Rallies provide an annual gathering of RV enthusiasts from across the US and Canada. The rallies include RV and travel seminars, outstanding entertainment, huge trade show with the latest and greatest RVs and RV accessories, and of course, the best people in the world – RVers! For additional information go to <http://therally.com/>

**CONTACT:** Sharon Boudreaux-Stam, SE LA Gumbo at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

# Partnerships & Sponsorships

## Consumer cont.

### **SOUTHERN WOMEN'S SHOW**

Nashville TN

April 12–15, 2012

The Women's Show is your gateway to this important target audience. The exhibition provides the opportunity to talk one-on-one with thousands of women in a festive, fun and sales-oriented atmosphere. Join us. For additional information go to <http://www.southernshows.com/wme/>

**CONTACT:** Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

## Sports Marketing

### **USSSA ANNUAL CONVENTION**

Orlando, FL

November 13-19, 2011

United States Sports Specialty Association is an organization dedicated to the organization of multi sporting events. The sponsorship includes a booth for the Thursday night USSSA trade show as well as participation at the banquet. Contacts are made in regards to hosting additional qualifier regional tournaments and some national events. For additional information go to

<http://www.ussa.com/sports/>

**CONTACT:** Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **NATIONAL ASSN. OF SPORTS COMMISSIONERS (NASC)** Hartford, Ct

April 17-19, 2012

This event is attended by the rights holders. The annual convention of the NASC brings together event rights holders and sports commissions and convention and visitors bureaus from throughout the US. Louisiana participates in the tradeshow with a booth and conducts appointments with event holders.

**CONTACT:** Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

## Media

### **AL, FL, GA, LA PRESS ASSOCIATION**

San Destin, FL

July, 2011

Four State Press Association Annual meeting provides an opportunity for LACVB members to network with four states' statewide newspaper editors and staff in order to disseminate information about Louisiana tourism. LACVB sponsors an exhibit booth.

**CONTACT:** Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

# Partnerships & Sponsorships

## **Media cont.**

### **TRAVEL MEDIA SHOWCASE**

Oklahoma City, OK

September 20-23, 2011

Leading print and broadcast travel media meet with representatives from the tourism industry in a highly organized and business-like format involving pre-scheduled ,one-on-one appointments and familiarization tours.

**CONTACT:** Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **TEXAS PRESS ASSOCIATION**

Dallas, TX

January 19-21, 2012

Texas Press Association provides an opportunity for LACVB members to network with statewide newspaper editors and staff in order to disseminate information about Louisiana tourism opportunities. LACVB sponsors an exhibit booth.

**CONTACT:** Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

## **Meetings/Incentive**

### **CONNECT MARKETPLACE**

Chicago, IL

August 25-27, 2011

CONNECT MARKETPLACE is an exciting conference, trade show and gathering where planners, suppliers and experts in many fields have the opportunity to share ideas and best practices, as well as develop valuable relationships. Connect is an appointment based tradeshow where LACVB members had the opportunity to meet with meeting planners in their booths. As a sponsor LACVB had an exhibit booth.

**CONTACT:** Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

### **REJUVENATE MARKETPLACE**

San Jose, CA

November 8-10, 2011

Rejuvenate Marketplace is a conference, trade show and gathering where planners, suppliers and experts who participate in faith-based events have the opportunity to share ideas and best practices, as well as develop valuable relationships. In previous years. LACVB has sponsored water bottle distribution . The bottles have logo art. LACVB members meet with meeting planners one-on- one.

**CONTACT:** Julie Fuselier , LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

# Research

# Research Program

## **Research Program**

Continue to develop a base of research that is focused on visitor spending, economic impact, behavior and satisfaction. The research is conducted in a systematical, analytical, and objective manner.

## **Main premise for research**

Understand the VISITOR BASE: visitor expectation; satisfaction and behavior; and preference.

Understand the INDUSTRY: economics; enhance business practice; product development; and human resources.

Understand the need and areas for GROWTH and DEVELOPMENT.

For more information on tourism research please contact:

Melody Alijani, Director of Research and Development

[malijani@crt.la.gov](mailto:malijani@crt.la.gov) or 225-342-8142

# Research Program

## **Economic Research**

Each year, LOT contracts with reputable vendors to establish unbiased visitation, spending and economic impact benchmarks pertaining to Louisiana travel. This program validates the contribution of the travel and tourism industry to the Louisiana economy, and provides consistent and reliable statistics not available anywhere else to Industry partners. The data is frequently incorporated into LOT's media releases and presentations, and is widely cited by the media, marketers, economists and analysts.

U.S. Travel Association – contractor provides study on the economic impact of travel to Louisiana parishes.

Forecast (w/UNO) – provides tourism forecasts for Louisiana's trends in domestic visitors, domestic visitor spending, state taxes generated by spending, tourism industry employment, enplanements, hotel taxes, etc. through 2015.

Tourism Satellite Account (w/LSU) – measures the contribution of tourism to an economy.

Smith Travel Research (STAR Reports) – reveals monthly comparative data on hotel's performance and contains occupancy rate, average daily rate and revenue per available room performance data.

Segmentation Hotel Review – provides comparative weekly hotel industry performance based on chain scale, region, hotel size, and selected segments as well as top 25 market analyses.



# Research Program

## Marketing/Visitor Profile Research

All LOT marketing programs draw from research and market intelligence to inform decisions about market selection, target segments, allocation of resources and timing. The research program assists as needed in selecting appropriate quantitative and qualitative methods, conducting surveys, and reviewing and interpreting results. This research primarily supports the marketing program, but has implications for industry partners and as well because it points to the effectiveness of LOT programming.

Market Dynamic Research Group – LA visitor traveler perception study to understand perceptions of the state and effectiveness of the advertising among target consumers.

VisaVue – provides aggregate depersonalized Visa cardholder transaction data for international visitors to the U.S., such as dollar transaction amount.

American Express – provides information about American Express Card members, who have made at least one lodging purchase within Louisiana and includes domestic visitor demographic information.

Stats Canada – provides statistical data on Canadian visitors to Louisiana and the U.S. Cost: \$450

TNS Custom Research – study provides visitor profile data, market share, and volume projection data of Louisiana travelers as well as individual regional visitor profiles.

International Visitor Arrivals Publication – reports contain international visitor arrival statistics by world regions and select countries, type of visa, mode of transportation, ages, states visited, and top ports of entry.

# Tradeshows

# Travel Tradeshows

## Travel Tradeshows Schedule

### **Student/Youth Travel Association (SYTA)**

New York, NY

August 18-23, 2011

The student and youth travel industry continues to be one of the fastest growing segments in the travel industry, representing in excess of \$18 billion in annual traveler spending. The Student and Youth Travel Association (SYTA) is the primary trade organization for tour operator companies specializing in this vibrant market. The SYTA Conference is the premier event for the student and youth travel market. It serves as the essential marketplace and networking event for the industry.

For additional information: <http://www.syta.org/>

### **La Cumbre – America's Travel Industry Summit**

Las Vegas, NV

September 6-10, 2011

*\* PARTNER BUY-IN OPPORTUNITY AVAILABLE*

La Cumbre is an annual 3-day event which offers up to 30 pre-scheduled appointments with leading Central and South America industry representatives. Participation in the La Cumbre tradeshow entitles delegates to attend the La Cumbre Conference Program, where participants will find the latest industry news and trends.

For additional information: <http://www.lacumbre.com/>

### **World Travel Market (WTM)**

London, England

November 4-10, 2011

*\* PARTNER BUY-IN OPPORTUNITY AVAILABLE*

Staged annually in London, World Travel Market is a four-day business to business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the global travel trade to meet, negotiate, and conduct business under one roof. By attending WTM, participants efficiently, effectively and productively gain immediate competitive advantage for their businesses and stay abreast of the latest developments in the travel industry.

For additional information: <http://www.wtmlondon.com/>

### **National Tour Association (NTA)**

Las Vegas, NV

December 4-10, 2011

NTA is a premier, packaged travel industry show with a diverse group of buyers and sellers. Destination and suppliers from every US state, Canadian province, and 40-plus countries attend. There will be an estimated 650 buyers at the show.

For additional information: <http://www.ntaonline.com/>

# Travel Tradeshows

## **Travel Tradeshows Schedule (cont.)**

### **US Tour Operator Association (USTOA)**

Marco Island, FL

December 11-13, 2011

All social and professional activities at USTOA are designed to give Supplier Members ample opportunities to meet with some of America's most respected and renowned tour operators. The conference is open only to delegates from Active Member and Supplier Member (Allied and Associate) companies of USTOA.

For additional information: <http://www.ustoa.com>

### **American Bus Association (ABA)**

Grapevine, Texas

January 6-10, 2012

The American Bus Association includes more than 950 motor coach and tour companies in the US and Canada, and facilitates relationships between the North American motor coach industry and all related segments of the travel and supplier industry.

For additional information: <http://www.buses.org/>

### **Travel South USA Showcase**

Louisville, KY

March 4-7, 2012

This invitation-only event is for suppliers from the twelve partner states that comprise Travel South USA and Travel Service Providers – including advertising media and credentialed editorial media.

For additional information: <http://www.travelsouthusa.org/showcase.html>

### **USTA Pow Wow**

Los Angeles, CA

April 20-26, 2012

*\* PARTNER BUY-IN OPPORTUNITY AVAILABLE*

Booth –based, trade-only show. In just three days, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel.

For additional information: <http://www.ustravel.org/>

*For more information on the LOT tradeshow schedule or how to participate, contact Susan Smith at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

July 2011

# Schedule

## July 2011

July	Southern Living - Idea House Issue
July 8-11	Southeast Texas Outdoor Show
July 14	E-Newsletter
July 17-18	ALIO Travel Agent Familiarization Tour
July 20	Research & Development Dashboard Release
July 20-24	Mexico Media Familiarization Tour
July 29-31	Louisiana Outdoor Expo

## **SOUTHERN LIVING “PASSIONATE ABOUT LOUISIANA” PARTNERSHIP**

Idea House Issue

Southeast Region

BP Funded

This partnership includes advertising, sweepstakes promotion, and print and online advertorial designed to create vacation interest in, and visitation to, Louisiana.

### ADVERTISING

Full-page, 4-color ads will run in the July 2011, November 2011, January 2012 and April 2012 issues of Southern Living Magazine.

### “Passionate About Louisiana” Reader Engagement Program/ Advertorial

Advertorial will run January 2012.

- Southern Living Editors will pose a question to their 16 million readers, such as “What do you love about Louisiana?” or “What are your favorite activities to enjoy when visiting Louisiana?”
- SL Editors will launch the topic via the Editors’ blogs (i.e, “Tales from the Road” or “Eating our Words”) and encourage readers to post their answers.
- Full-page bonus advertorial will feature the best reader responses, LOT’s marketing message integrated into the content, the Louisiana “Pick Your Passion” logo, and promotion of a “Pick Your Passion Sweepstakes”.
- Online exposure includes branded content from the advertorial, the LOT logo and direct link, and sweepstakes entry.

### “Pick Your Passion” SWEEPSTAKES Promotion

Promotion via

- The “Passionate About LOU!S!ANA” advertorial
- The full-run Events & More promotion page (1x, minimum 1/6 page)
- SouthernLiving.com marketplace page
- eBlast travel promotion to 432k (features up to 4 travel advertisers)

*For more information on this program, contact Misty Velásquez at (225) 219-9858 or mvelasquez@crt.la.gov.*

## **SOUTHEAST TEXAS OUTDOOR SHOW**

Louisiana North

Beaumont, TX

July 8-10, 2011

This is a sports show that finds visitors and exhibitors coming from far and wide. Most leading manufacturers, importers and exporters of boating equipment, canoeing, sailing and related fields are to be found at this show.

For additional information, go to [www.iemshows.com/setexas](http://www.iemshows.com/setexas)

To learn more about Louisiana North,  
contact Johnny Wessler at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

**LOUISIANA**  
*Pick your Passion*



## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

- Promotes the micro-sites (which will be transitioning to promoting content on the site once the micro-sites are enveloped into the main site)
- Links to LOTs social media channels
- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 7/14/2011.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

**ALIO TOURS/AIR CANADA FAM TOUR**

New Orleans, Darrow, Lafayette, Baton Rouge, & Gonzales  
July 17-18, 2011

This familiarization tour, sponsored by Air Canada brought the product development team from ALIO Tours (one of the largest tour operators in the Ontario region) and eight (8) travel agency owners/managers from the metro Toronto region into Louisiana for a total of 5 days.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## **MEXICO MEDIA FAMILIARIZATION TOUR**

New Orleans, Abita Springs, Vacherie, Darrow, Baton Rouge, New Iberia/Avery Island, Lafayette, Scott, Breaux Bridge, Iowa, & Lake Charles  
July 20-24, 2011

This familiarization tour, coordinated by LOTs representative in Mexico (TravelPIE), brought five (5) travel/food writers from major Mexico publications into the state for seven (7) days. Publications represented were El Universal (newspaper), Reforma (newspaper), Food & Travel (lifestyle magazine), Billionaire (lifestyle magazine) and Status (lifestyle magazine).

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**LOUISIANA OUTDOOR EXPO**

Louisiana North  
Lafayette, LA  
July 29-31, 2011

For additional information, go to [www.laoutdoorexpo.com](http://www.laoutdoorexpo.com)

To learn more about Louisiana North,  
contact Johnny Wessler at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

# August 2011

# Schedule

## August 2011

- August 5-7 Canadian Promotion Tour
- August 9-11 MISS-LOU Conference
- August 10-13 Family Motor Coach Association
- August 11 E-Newsletter
- August 17 Research & Development Dashboard Release
- August 17 Research & Development Quarterly Newsletter
- August 18-23 Student/Youth Travel Association
- August 25-27 Connect! Marketplace

## CANADIAN PROMOTIONAL TOUR

LACVB

Quebec City & New Brunswick

August 3-7, 2011

Includes Festival of New France in Quebec City with a celebration of Louisiana Day ([www.nouvellefrance.qc.ca](http://www.nouvellefrance.qc.ca)); Acadian Festival of Clare and the Acadian Festival of Caraquet. Louisiana music will be featured; possible reception with the LA Seafood Promotion Board in Quebec City; includes printing of material and banners; sponsorship and advertising.

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

## MISS-LOU CONFERENCE

Louisiana North

Oak Grove, Louisiana

August 9-11, 2011

Show is attended by organizations focusing on tourism-related issues and owners of tourism-related operations in the Miss-Lou region. This region is defined as being the following counties and parishes:

- Louisiana – Avoyelles, Catahoula, Concordia, East Carroll, East Feliciana, Franklin, Madison, Point Coupee, Richland, St. Helena, St. Tammany, Tangipahoa, Tensas, Washington, West Carroll and West Feliciana
- Mississippi – Adams, Amite, Claiborne, Copiah, Franklin, Hancock, Issaquena, Jefferson, Lamar, Lincoln, Marion, Pearl River, Pike, Sharkey, Walthall, Warren and Wilkinson

For additional information, go to [www. http://srdc.msstate.edu/misslou/](http://srdc.msstate.edu/misslou/)

To learn more about Louisiana North,  
contact Johnny Wessler at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).



**FAMILY MOTOR COACH ASSOCIATION (FMCA)**

LACVB & SE LA Gumbo

Madison, WI

August 10-13, 2011

This will be FMCA's first international convention at this location and the fourth FMCA international event in Indiana. The Indiana State Fairgrounds will be a wonderful site for members to celebrate Canada Day and Independence Day in 2012. LACVB had a booth and in 2011 sponsored the daily newsletter.

For additional information, go to [www.fcma.com](http://www.fcma.com).

*For more information on how to become involved in this program, contact:*

Julie Fuselier / LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

Or

Sharon Boudreaux-Stam, SE LA Gumbo, (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

- Promotes the micro-sites (which will be transitioning to promoting content on the site once the micro-sites are enveloped into the main site)
- Links to LOTs social media channels
- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 8/11/2011 .

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

**STUDENT/YOUTH TRAVEL ASSOCIATION (SYTA)**

New York, NY

August 18-23, 2011

The student and youth travel industry represents an \$18 billion segment in annual traveler spending. The Student and Youth Travel Association (SYTA) is the primary trade organization for tour operator companies specializing in this vibrant market. The SYTA Conference is the premier event for the student and youth travel market. It serves as the essential marketplace and networking event for the industry.

The 2011 SYTA Annual Convention and Marketplace represents the first time that LOT has participated in a SYTA event. LOT had a total of thirty-three (33) scheduled business appointments for the 2011 Marketplace.

Although LOT has not previously attended, the SYTA event is regularly attended by a number of other Louisiana DMOs who have been pleased with the results that they get from their attendance.

For additional information, go to <http://www.syta.org/>

**Registration Deadline:** July 1, 2011

**Partnership Opportunities:** No Partnership Opportunities

*For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## CONNECT MARKETPLACE

LACVB

Chicago, IL

August 25-27, 2011

CONNECT MARKETPLACE is an exciting conference, trade show and gathering where planners, suppliers and experts in many fields have the opportunity to share ideas and best practices, as well as develop valuable relationships. Connect is an appointment based tradeshow where LACVB members had the opportunity to meet with meeting planners. As a sponsor LACVB had an exhibit booth.

For additional information, go to <http://connectyourmeetings.com/marketplace/>

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

# September 2011

# Schedule

## September 2011

Sept/Oct	History Channel Magazine - Historic Trails of the South
Sept 6-10	La Cumbre
Sept 8	E-Newsletter
Sept 20-23	Travel Media Showcase
Sept 21	Research & Development Dashboard Release
Sept 22-24	AARP National Expo
Sept 26	2011 Fall Campaign Starts

## HISTORY CHANNEL MAGAZINE

September-October 2011

History Enthusiasts

Program was acquired through Travel South's Ultimate Ad Challenge. Readers are travel enthusiasts looking for their next great historic adventure, and have the time and discretionary income to travel. In the last 12 months:

- 63% of readers took an overnight trip
- 89% traveled by car
- 51% traveled to historic site/place/event

ISSUE: Sept/Oct "Travel Destinations Directory"

CIRC: 300,000

### INCLUDES:

- Full page, 2C ad in 2011 September/October issue.
- Listing and full page advertorial in the issue's "Historic Trails of the South" special section.
- Travel Destinations lead generation.
- Sweepstakes marketed to the History Channel Club members.
- Creation and distribution of a geo-targeted newsletter which will highlight Louisiana's "Historic Trails of the South."

*For more information on this program, contact Misty Velásquez at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

**LA CUMBRE**

Las Vegas, NV

September 6-10, 2011

La Cumbre - Americas' Travel Industry Summit is an annual 3-day event which provides up to 30 pre-scheduled appointments with leading Central and South America tour company representatives

Current growth in the market, coupled with interest in the South American markets among LOT partner CVB's, resulted in the decision to attend the 2011 Summit. In addition, partnership opportunities were offered, allowing three Louisiana partners (Lake Charles CVB, Shreveport-Bossier City CVB and Louisiana Tax Free) to participate as a part of the LOT booth. For the fee of \$750.00, partners have full registration at the Summit, access to all Summit networking events and educational programs, and will participate in all LOT pre-scheduled business appointments.

For additional information go to <http://www.lacumbre.com/>

**Partnership Cost:** \$750.00 + Travel

**Sign Up Deadline:** January 15, 2011

*For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*



## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

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- Links to LOTs social media channels
- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 9/8/2011.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

## TRAVEL MEDIA SHOWCASE

LACVB

Oklahoma City, OK

September 20-23, 2011

Provides a forum for leading print and broadcast travel media to meet with representatives from the tourism industry in a highly organized and business-like format involving pre-scheduled one-on-one appointments and familiarization tours.

For additional information, go to [www.travelmediashowcase.com](http://www.travelmediashowcase.com).

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

**AARP NATIONAL EVENT & EXPO**

LACVB

Los Angeles, CA

Sept. 22 - 24, 2011

The American Association of Retired Persons (AARP) is the key channel to reach senior adults. This consumer show has historically brought in large numbers of this target audience. LTPA and LACVB will participate in this year's program to create a presence for Louisiana. In 2012, this convention will be in New Orleans.

For additional information, go to [www.aarp.org/about-aarp/events/](http://www.aarp.org/about-aarp/events/)

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

## 2011 Fall Campaign

September 26- November 27, 2011

Core Markets:	Houston, Dallas
Growth Markets:	Atlanta, Memphis
Media:	Cable Broadcast, Interactive, and Print

The Louisiana Office of Tourism's eight-week fall campaign is designed to:

Target prime-time cable programs with strong connections to Louisiana or Louisiana product.

Capitalize on Louisiana's rich musical roots through the creation of a music station on pandora.com.

Offer buy-in opportunities for CVB partners in cable broadcast and print in all four markets.

Reach Louisiana's target audience through a "Louisiana Print and Digital Editorial Program" in the travel sections of the Houston Chronicle, Dallas Morning News and Atlanta Journal Constitution on Sunday, October 16, 2011.

This element was secured through LOT's long-time partnership with the Louisiana Press Association and includes the opportunity for CVBs to purchase advertising adjacent to Louisiana's ads at a reduced rate. To participate, contact Erin Palmintier at the Louisiana Press Association (LPA) at 225-344-9309 ext. 11 or [erin@lapress.com](mailto:erin@lapress.com) by Monday, October 3.

Achieve a significant marketing impact in these markets during the 4<sup>th</sup> quarter (peak advertising season).

## TIMELINE

Mon., Oct. 3: Application deadline for the print/interactive program.

Fri., Oct. 14: Application deadline for cable program participation.

Fri., Oct. 28: Submission deadline for cable program creative.

*For more information, contact Misty Velásquez  
at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

October  
2011

# Schedule

## October 2011

Sept/Oct	History Channel Magazine - Historic Trails of the South
Oct/Nov	Garden & Guns –Taste & Tunes
October	2011 Fall Campaign
Oct 3-6	TEAMS
Oct 6-9	Southern Women’s Show
Oct 13	E-Newsletter
Oct 19	Research & Development Dashboard Release
Oct 22-23	Atlanta Travel & Adventure Show
Oct 29-30	Texas Monthly BBQ Festival

## HISTORY CHANNEL MAGAZINE

September-October 2011

History Enthusiasts

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- 63% of readers took an overnight trip
- 89% traveled by car
- 51% traveled to historic site/place/event

ISSUE: Sept/Oct "Travel Destinations Directory"

CIRC: 300,000

### INCLUDES:

- Full page, 2C ad in 2011 September/October issue.
- Listing and full page advertorial in the issue's "Historic Trails of the South" special section.
- Travel Destinations lead generation.
- Sweepstakes marketed to the History Channel Club members.
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*For more information on this program, contact Misty Velásquez at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

**GARDEN AND GUN MAGAZINE**

October-November 2011

Affluent South

Program was acquired through Travel South's Ultimate Ad Challenge.

The profile of a *Garden & Gun* reader:

- Median net worth of \$1,874,308.
- Median age of 48.
- Median HHI of \$174,763.

ISSUE: Oct/Nov – Tastes & Tunes issue

CIRC: 165,000

INCLUDES:

- Full-page, 4 color ad
- In-book content giving first-hand favorite experience from a native Louisianan with national notoriety.
- On-line marketing implemented through a dedicated newsletter and web banner.
- Creation and distribution (to full circulation) of a poly bagged Travel South Album with Hi-Fi media card.

*For more information on this program, contact Misty Velásquez  
at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov)*



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Achieve a significant marketing impact in these markets during the 4<sup>th</sup> quarter (peak advertising season).

## TIMELINE

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at (225) 219-9858. or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

**SOUTHERN WOMEN'S SHOW**

Louisiana North

Birmingham, AL

October 6-9, 2011

Jam-packed with cool jewelry and handbags, make-up tips and tricks, delicious gourmet treats and more. Besides the incredible shopping, you can enjoy runway fashion shows, cooking classes and informed speakers

For additional information, go to [www.southernshows.com/wbi/](http://www.southernshows.com/wbi/)

To learn more about Louisiana North,  
contact Johnny Wessler at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

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- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 10/13/2011.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

**TRAVEL & ADVENTURE SHOW**

Southeast Louisiana Gumbo & LACVB

Atlanta, GA

October 22-23, 2011

The Travel & Adventure Shows series is produced by Unicom LLC, an independent business-to-business communications company specializing in originating and managing world class trade shows and conferences in under served and nascent markets. The Travel & Adventure shows consistently provide a sound return on investment. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures.

For additional information go to <http://media.adventureexpo.com/>

To learn how you can participate, contact

Sharon Boudreaux-Stam, SE LA Gumbo, (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

OR

Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)

**TEXAS MONTHLY BBQ FESTIVAL**

LACVB

Austin, TX

October 30, 2011

Sponsorship includes recognition in all promotions, printed material and banners. The goal is to attract these festival goers to Louisiana festivals.

For additional information, go to [www.texasmonthly.com/bbqfestival/](http://www.texasmonthly.com/bbqfestival/)

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

November  
2011

# Schedule

## November 2011

Oct/Nov	Garden & Guns –Taste & Tunes Promotion
November	Holiday Program
November	Southern Living- Holiday Dinner Issue
Nov 4-10	World Travel Market
Nov 6-9	Ontario Motor Coach Association
Nov 8-10	Rejuvenate Marketplace
Nov 10	E-Newsletter
Nov 12-13	Dallas Morning News Travel & Adventure Show
Nov 16	Research & Development Dashboard and Quarterly Newsletter Release
Nov 16-20	Leipzig Consumer Travel Show
Nov 17-20	Toronto Gourmet Food & Wine Show
Nov 27	Fall Campaign Ends

**LOUISIANA**  
*Pick your Passion*

## **GARDEN AND GUN MAGAZINE**

October-November 2011

Affluent South

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The profile of a *Garden & Gun* reader:

- Median net worth of \$1,874,308.
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- Median HHI of \$174,763.

ISSUE: Oct/Nov – Tastes & Tunes issue

CIRC: 165,000

### INCLUDES:

- Full-page, 4 color ad
- In-book content giving first-hand favorite experience from a native Louisianan with national notoriety.
- On-line marketing implemented through a dedicated newsletter and web banner.
- Creation and distribution (to full circulation) of a poly bagged Travel South Album with Hi-Fi media card.

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**HOLIDAY PROGRAM** (Proposed)

October 2011

Winter Non-VFR (Visiting Friends or Relatives) Travelers

*BP Funded*

- LOT will identify and pursue a media partner whose demographic matches our target audience (e.g. AAA, Budget Travel, AARP), and will utilize their database to promote holiday travel to Louisiana.
- LOT will produce a promotional piece which highlights Louisiana festivals and events occurring November 1, 2011 –January 2, 2012.
- The promotional piece will include sweepstakes for a trip for two to Louisiana. Participants will be directed to a landing page on LouisianaTravel.com.

*For more information on this program, contact Misty Velásquez  
at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*



## **SOUTHERN LIVING “PASSIONATE ABOUT LOUISIANA” PARTNERSHIP**

Holiday Dinner Issue

Southeast Region

*BP Funded*

This partnership includes advertising, sweepstakes promotion, and print and online advertorial designed to create vacation interest in, and visitation to, Louisiana.

### ADVERTISING

Full-page, 4-color ads will run in the July 2011, November 2011, January 2012 and April 2012 issues of Southern Living Magazine.

### “Passionate About Louisiana” Reader Engagement Program/ Advertorial

Advertorial will run January 2012.

- *Southern Living* Editors will pose a question to their 16 million readers, such as “What do you love about Louisiana?” or “What are your favorite activities to enjoy when visiting Louisiana?”
- SL Editors will launch the topic via the Editors’ blogs (i.e, “Tales from the Road” or “Eating our Words”) and encourage readers to post their answers.
- Full-page bonus advertorial will feature the best reader responses, LOT’s marketing message integrated into the content, the Louisiana “Pick Your Passion” logo, and promotion of a “Pick Your Passion Sweepstakes”.
- Online exposure includes branded content from the advertorial, the LOT logo and direct link, and sweepstakes entry.

### “Pick Your Passion” Sweepstakes Promotion

Promotion via

- The “Passionate About LOU!S!ANA” advertorial
- The full-run Events & More promotion page (1x, minimum 1/6 page)
- SouthernLiving.com marketplace page
- eBlast travel promotion to 432k (features up to 4 travel advertisers)

## 2011 Fall Campaign

September 26- November 27, 2011

Core Markets:	Houston, Dallas
Growth Markets:	Atlanta, Memphis
Media:	Cable Broadcast, Interactive, and Print

The Louisiana Office of Tourism's eight-week fall campaign is designed to:

- Target prime-time cable programs with strong connections to Louisiana or Louisiana product.

- Capitalize on Louisiana's rich musical roots through the creation of a music station on pandora.com.

- Offer buy-in opportunities for CVB partners in cable broadcast and print in all four markets.

- Reach Louisiana's target audience through a "Louisiana Print and Digital Editorial Program" in the travel sections of the Houston Chronicle, Dallas Morning News and Atlanta Journal Constitution on Sunday, October 16, 2011.

This element was secured through LOT's long-time partnership with the Louisiana Press Association and includes the opportunity for CVBs to purchase advertising adjacent to Louisiana's ads at a reduced rate. To participate, contact Erin Palmintier at the Louisiana Press Association (LPA) at 225-344-9309 ext. 11 or [erin@lapress.com](mailto:erin@lapress.com) by Monday, October 3.

- Achieve a significant marketing impact in these markets during the 4<sup>th</sup> quarter (peak advertising season).

## TIMELINE

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*For more information, contact Misty Velásquez at (225) 219-9858. or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

**WORLD TRAVEL MARKET (WTM)**

London, England

November 4-10, 2011

World Travel Market is a four-day business to business event focused on the primary UK and International travel markets.

LOT was slated to attend this event in 2010, however, schedule conflicts did not allow an LOT delegate. Instead a partner CVB (SBCTB) attended. As a result of meetings at WTM, SBCTC was able to initiate new relationships with several UK tour operator companies and was able to meet with several travel writers who have subsequently published articles featuring the Shreveport-Bossier City region.

In 2011, LOT will exhibit as a part of the Discover America Pavilion. In addition, three partnership opportunities were offered for the 2011 event , allowing New Orleans Plantation Country, Shreveport-Bossier City CVB and Louisiana Tax Free to participate as a part of the LOT booth. For the fee of \$1,500.00, partners have full registration at WTM, access to all WTM networking events and educational programs, and will participate in all LOT pre-scheduled business appointments.

For additional information go to <http://www.wtmlondon.com/>

**Partnership Cost:** \$1,500.00 + Travel

**Partnership Deadline:** January 15, 2011

For more information contact Susan Smith  
at (225)342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).

**ONTARIO MOTOR COACH ASSOCIATION (OMCA)**

Windsor, ON, Canada

November 6-9, 2011

The OMCA Marketplace is the premier event in Canada for the North American packaged group travel industry. Over a period of 4 days buyers and sellers will meet face to face conducting 7 minute pre-scheduled appointments.

Our Canadian representative, Access Marketing, attends this event. LOT participates in this show through co-sponsorship of the opening reception for tour operator companies. This buyers-only event provides a trade show setting which allows our representative to meet and talk with tour operator delegates in a more relaxed setting, without the time constraints of a seven-minute appointment.

For additional show information go to <http://www.omca.com>

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## REJUVENATE MARKETPLACE

LACVB

San Jose, CA

November 8-10, 2011

Rejuvenate Marketplace is a conference, trade show and gathering where planners, suppliers and experts who participate in faith-based events have the opportunity to share ideas and best practices, as well as develop valuable relationships. LACVB has in the past LACVB has sponsored the water bottle distribution. The bottles promoted through the state through the use of logos. LACVB members have the opportunity to meet with meeting planners one-on- one.

For more information, got to [www.rejuvenatemeetings.com/marketplace/](http://www.rejuvenatemeetings.com/marketplace/)

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

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- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 11/10/2011.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

**DALLAS MORNING NEWS TRAVEL & ADVENTURE SHOW**

LACVB, Southeast Louisiana Gumbo & LA North

Dallas, TX

November 12-13, 2011

The Travel & Adventure Shows series is produced by Unicom LLC, an independent business-to-business communications company specializing in originating and managing world class trade shows and conferences in under served and nascent markets. The Travel & Adventure shows consistently provide a sound return on investment. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures.

For additional information go to <http://media.adventureexpo.com/>

To learn more about this program contact:

Sharon Boudreaux-Stam, SE LA Gumbo, (225) 344-2920 or [ssam@westbatonrouge.net](mailto:ssam@westbatonrouge.net).

Or

Johnny Wessler, LA North, at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

Or

Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com)



**LEIPZIG CONSUMER TRAVEL SHOW**

Leipzig, Germany

November 16-20, 2011

One of a series of four (4) consumer travel expos held in the major market cities of Germany. Participation in these shows allows the opportunity to keep Louisiana travel product at the top of consumer awareness.

LOT is represented at this show through our international representative in the German Market, Wiechmann Travel Services.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**TORONTO GOURMET FOOD & WINE SHOW**

Toronto, ON, Canada

November 17-20, 2011

This show attracts more than 35,000 attendees. The attendance demographics for this event are affluent consumers with an inclination toward gourmet and culinary travel - a perfect target market for the introduction of Louisiana tourism products.

In prior years, LOT has been represented at this show through our international representative in the Canadian Market, Access Marketing

In conjunction with this event, LOT will offer two partnership opportunities including consumer, trade and media activities. The first partnership is a buy-in opportunity in a Louisiana culinary travel booth at the Gourmet Food & Wine Show. This will allow partner CVB's to exhibit and promote their destination at a much lower cost than at a individual participation cost. The second opportunity is a travel trade and media sales mission held immediately prior to the consumer show. The sales mission will target the primary tour operator companies and consumer media outlets within the metro-Toronto region.

These partnership activities will be coordinated through our Canadian representative, Access Marketing.

For additional show information go to <http://www.foodandwineexpo.ca>

**Partnership Cost:** \$600 + Travel

**Sign Up Deadline:** October 13, 2011

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**LOUISIANA**  
*Pick your Passion*

December  
2011

# Schedule

## December 2011

Dec 4-10	National Tour Association
Dec 8	E-Newsletter
Dec 11-13	United States Tour Operator Association
Dec 15	Tourism Facts & Numbers Report Released
Dec 21	Research & Development Dashboard Release

**NATIONAL TOUR ASSOCIATION (NTA)**

Las Vegas, NV

December 4-10, 2011

NTA is one of the premier packaged travel industry shows, bringing together buyers and sellers throughout the North American markets. An estimated 650 buyers will attend the show.

In 2010, LOT had a total of 78 pre-scheduled business appointments. In addition, LOT representatives were accessible on the marketplace floor throughout the conference to provide resources and information to the 28 Louisiana CVB and supplier delegates during their own appointment sessions.

For additional show information go to <http://www.ntaonline.com/taonline.com/>

**Registration Deadline:** August 15, 2011

**Partnership Opportunities:** No Partnership Opportunities

*For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

- Promotes the micro-sites (which will be transitioning to promoting content on the site once the micro-sites are enveloped into the main site)
- Links to LOTs social media channels
- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 12/8/2011.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

**US TOUR OPERATOR ASSOCIATION (USTOA)**

Marco Island, FL

December 11-13, 2011

The hallmark of the USTOA Convention is the attendance of the owner/CEO of each of the member tour operator companies. According to a recent survey, USTOA companies move more than 11 million passengers annually and account for an annual sales volume of more than \$9 billion. This provides a unique opportunity to connect with the ultimate decision-maker of these organizations. The conference is only open to delegates from Active Member and Supplier Member (Allied and Associate) companies of USTOA.

For more information, go to <http://www.ustoa.com>

**Registration Deadline:** November 4, 2011

**Partnership Opportunities:** No Partnership Opportunities

*For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

# January 2012



# Schedule

## January 2012

January	Southern Living - Best of the South Issue & "Passionate About Louisiana" Sweepstakes
Jan 6-10	American Bus Association (ABA)
Jan 12	E-Newsletter
Jan 12	Cooperative Marketing Program Application Posting
Jan 12	Competitive Grant Program Application Posting
Jan14-21	Stuttgart Consumer Travel Shows
Jan 18	Research & Development Dashboard Release
Jan 19-22	Texas Press Association
Jan 24-26	Louisiana Tourism Summit
Jan 25	Summit-LOT Presentation
Jan 27-29	Holiday World Trade & Media Show
Jan 27-29	Los Angeles Travel & Adventure Show
Jan 28-29	Chicago Travel & Adventure Show

**LOUISIANA**  
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## **SOUTHERN LIVING “PASSIONATE ABOUT LOUISIANA” PARTNERSHIP**

Best of the South Issue

Southeast Region

BP Funded

This partnership includes advertising, sweepstakes promotion, and print and online advertorial designed to create vacation interest in and visitation to Louisiana.

### ADVERTISING

Full-page, 4-color ads will run in the July 2011, November 2011, January 2012 and April 2012 issues of Southern Living Magazine.

“Passionate About Louisiana” Reader Engagement Program/ Advertorial  
Advertorial will run January 2012.

- Southern Living Editors will pose a question to their 16 million readers, such as “What do you love about Louisiana?” or “What are your favorite activities to enjoy when visiting Louisiana?”
- SL Editors will launch the topic via the Editors’ blogs (i.e, “Tales from the Road” or “Eating our Words”) and encourage readers to post their answers.
- Full-page bonus advertorial will feature the best reader responses, LOT’s marketing message integrated into the content, the Louisiana “Pick Your Passion” logo, and promotion of a “Pick Your Passion Sweepstakes”.
- Online exposure includes branded content from the advertorial, the LOT logo and direct link, and sweepstakes entry.

### “Pick Your Passion” SWEEPSTAKES Promotion

Promotion via

- The “Passionate About LOU!S!ANA” advertorial
- The full-run Events & More promotion page (1x, minimum 1/6 page)
- SouthernLiving.com marketplace page
- eBlast travel promotion to 432k (features up to 4 travel advertisers)

*For more information on this program, contact Misty Velásquez  
at (225) 219-9858. or mvelasquez@crt.la.gov.*

**AMERICAN BUS ASSOCIATION (ABA)**

Grapevine, Texas

January 6-10, 2012

The American Bus Association membership includes more than 950 charter, motor coach and group tour companies from across the US and Canada. This association's membership is primarily smaller tour companies. In many cases, ABA is the only opportunity to meet with these operators since they do not participate in the other shows. Although individually the smaller ABA member companies may only produce 20 or 30 departures per year, collectively they are responsible for the travel decisions of tens of thousands of group travelers. Our continued attendance at this show facilitates relationships within this important domestic segment.

LOT attends the ABA Annual Convention and Marketplace each year. In 2010, LOT had a total of 34 pre-scheduled business appointments with tour operator companies at this show.

For additional information go to <http://www.buses.org/>

**Registration Deadline:** August 15, 2011

**Partnership Opportunities:** No Partnership Opportunities

*For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

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- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 1/12/2012.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

## **Competitive Grant Program (CGP)**

### **Annual Program**

The purpose of the LOT Grant Program is to encourage and support marketing and Project Enhancement Initiatives (PEIs) that will contribute to Louisiana's tourism industry by attracting and retaining visitors. To achieve this, the program must:

- Facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience.
- Strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole.
- Increase visitation, length of stay and tourism expenditures in Louisiana.

For the FY 11-12, the LOT Competitive Grants Program received 55 eligible applications. A total of \$309,825.75 was awarded to 42 applicants.

LOT awards two types of grants through this program:

- Marketing Grants – 50% cash match for qualifying marketing expenses associated with the promotion of an event. Payments made on reimbursement basis only. Maximum grant award: \$25,000.
- PEI Grants – Funds may be used for no more than 50% of the total budget of a PEI. A minimum of 25% of the grant must be used for qualifying marketing expenses. Payments made in two installments. Maximum grant award: \$25,000.

**2012/2013 Applications Posted**

**01/12/12**

**2012/2013 Applications Due**

**03/16/12**

*For more information on this program, contact Leeann Borne  
at (225) 342-6376 or [lborne@crt.la.gov](mailto:lborne@crt.la.gov)*

## **Cooperative Marketing Program (CMP)**

### **Annual Program**

The purpose of the Cooperative Marketing Program (CMP) is to empower local governments and tourism promotion organizations to determine which marketing efforts best promote their history, culture, art, folk life, recreation and leisure opportunities, natural and science resources, sites, attractions, accommodations and/or other events or activities that support the LOT.

For the FY 11-12, the Cooperative Marketing Program received 26 applications and awarded over \$471,000. All applicants were funded.

Any CVB or DMO whose media efforts are designed to promote the tourism resources of Louisiana are eligible for grants from LOT of up to 50% of the total cost of approved media. This may not to exceed \$20,000 per organization.

To be considered for funding, applicants must outline campaign goals, target audience and measurements of success for each proposed purchase. Measurements of success can be industry-related tax revenue, Average Daily Rates in destination's lodging, or visitor count.

**2012/2013 Applications Posted**

**01/12/12**

**2012/2013 Applications Due**

**03/16/12**

*For more information on this program, contact Lindsey Schmitt  
at (225)342-7987 or [lschmitt@crt.la.gov](mailto:lschmitt@crt.la.gov).*

**STUTTGART CONSUMER TRAVEL SHOW**

Germany

January 14-22, 2012

One of a series of four (4) consumer travel expos held in the major market cities of Germany. Participation in these shows allows the opportunity to keep Louisiana travel product at the top of consumer awareness.

LOT is represented at this show by our international representative in the German market, Wiechmann Travel Services.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**TEXAS PRESS ASSOCIATION**

LACVB

Dallas, TX

January 19-21, 2012

Texas Press Association provides an opportunity for LACVB members to network with statewide newspaper editors and staff in order to disseminate information about Louisiana tourism opportunities.

For more information, go to <http://texaspress.com/>

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*



**HOLIDAY WORLD TRADE, MEDIA & CONSUMER SHOW DUBLIN**

United Kingdom/ Ireland

January 27-29, 2012

The Irish market along with other European markets has suffered greatly from the recession. However, that is where the similarity between the markets starts and finishes. The Irish consumer is similar to the UK consumer in that they consider their annual vacation a necessity, not a luxury. The USA continues to offer excellent value for money and direct services from Ireland to ensure competitive pricing for this market. The Holiday World Show is the largest travel show in Southern Ireland and has three part content - Press, Trade and Consumer. This is the premium show in Ireland that showcases worldwide destinations.

LOT is represented at this show by our representative in the UK Market, Travel & Tourism Marketing.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## **LOS ANGELES TRAVEL AND ADVENTURE SHOW**

Louisiana North

Los Angeles, CA

January 27-29, 2012

The #1 Series of Travel Shows in the US. The nation's largest active and adventure travel shows, showcasing worldwide travel destinations and unique vacation packages. A one-of-a-kind event where you can make your travel dreams a reality with the help of travel experts and show-only specials.

For additional information, go to <http://www.adventureexpo.com/>

To learn more about Louisiana North,  
contact Johnny Wessler at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

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## CHICAGO TRAVEL AND ADVENTURE SHOW

LACVB

Chicago, IL

January 28-29, 2012

The Travel & Adventure shows historically draw large consumer audiences. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures.

For additional information go to <http://media.adventureexpo.com/>

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

# February 2012

# Schedule

## February 2012

Feb 2-5	London Destinations Show
Feb 6	Spring Campaign Start Date
Feb 7-8	Canadian Snowbird Extravaganza
Feb 8-12	Hamburg Consumer Travel Show
Feb 9	E-Newsletter
Feb 15	Research & Development Dashboard and Quarterly Newsletter Release
Feb 18-19	Travel & Adventure Show
Feb 22-26	Munich Consumer Travel Show
Feb 24-26	Bassmaster Classic
Feb 26-Mar 1	Mexico Sales Mission

**LONDON DESTINATIONS SHOW**

United Kingdom

February 2-5, 2012

The average attendee of the London Destinations Show has high disposable income, travels internationally between 1-3 times a year and open to new destination ideas. The show is extremely well publicized and sponsored by the Times News Paper. The show represents world wide destinations of which the USA is considered a major and important region. In the past, LOTs UK office have conducted presentations to audiences of up to 200 people in the London Destinations Travel Show Theatre in previous years. Consumers that attend this show to research information, ask questions and/or look for new ideas with regard to their future travel plans.

LOT is represented at this show by our representative in the UK Market, Travel & Tourism Marketing.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## 2012 Spring Campaign

February 6 – April 1, 2012

*Partially funded by BP*

To encourage late winter and early spring travel, specifically during Louisiana's festival season, this 8-week cable TV, internet, print and radio campaign will run in the following markets:

Core Markets:	Dallas/Ft. Worth, Houston, Laurel/Hattiesburg, Mobile, Pensacola, San Antonio
Growth Markets:	Austin, Atlanta, Chicago, Jackson, Little Rock, Memphis, Nashville, Orlando

Within our target demographic (adults 25 -54, household income of \$50k+), we will target consumers whose specific interests coincide with Louisiana's abundant offerings:

Premier outdoor sporting opportunities  
Frequency and variety of festivals  
Premier culinary destination  
Unique cultural experience

## TIMELINE

Tue., Nov. 1, 2011:	Buy-in/application information sent to CVBs.
Thu., Dec. 1, 2011:	Application deadline for participation.
Tue., Dec. 20, 2011:	Submission deadline for creative.

*For more information, contact Misty Velásquez  
at (225) 219-9858. or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

## **CANADIAN SNOWBIRD EXTRAVAGANZA**

Southeast Louisiana Gumbo

South Padre Island TX

February 7-8, 2012

Snowbird Special Events have consistently proven to draw a loyal and qualified demographic sample to each one of our shows. Our practice of incorporating a theatre, hospitality centre and a consumer show all under one roof keeps our guests at the event for the entire day. The South Padre Island Convention Center is a modern facility providing Winter Texans' Snowbird Extravaganza with 30,000 square feet to easily accommodate the Winter Texan visitors, exhibitors, seminars and non-stop entertainment.

For additional information go to <http://www.snowbirdextravaganza.com/texas.html>

To learn more about Southeast Louisiana Gumbo, contact Sharon Boudreaux-Stam, at (225) 344-2920 or [ssam@westbatonrouge.net](mailto:ssam@westbatonrouge.net).



**HAMBURG CONSUMER TRAVEL SHOW**

Germany

February 8-12, 2012

One of a series of four (4) consumer travel expos held in the major market cities of Germany. Participation in these shows allows the opportunity to keep Louisiana travel product at the top of consumer awareness.

LOT is represented at this show by our representative in the German market, Wiechmann Travel Services.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

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- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 2/9/2012 .

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

## **TRAVEL & ADVENTURE SHOW**

Southeast Louisiana Gumbo

Santa Clara CA

February 18-19, 2012

The Travel & Adventure Shows series is produced by Unicom LLC, an independent business-to-business communications company specializing in originating and managing world class trade shows and conferences in under served and nascent markets. The Travel & Adventure shows consistently provide a sound return on investment. The travelers who attend these events are experiential travelers interested in immersing themselves in local culture, cuisine and adventures.

For additional information go to <http://media.adventureexpo.com/>

To learn more about Southeast Louisiana Gumbo, contact Sharon Boudreaux-Stam, at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

**MUNICH CONSUMER TRAVEL SHOW**

Germany

February 22-26, 2012

One of a series of four (4) consumer travel expos held in the major market cities of Germany. Participation in these shows allows the opportunity to keep Louisiana travel product at the top of consumer awareness.

LOT is represented at this show by our representative in the German market, Wiechmann Travel Services

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**BASSMASTER CLASSIC**

LA North& LACVB

Shreveport LA

February 24 – 26, 2012

While the casters compete for the top prize of a \$500,000 and a total pay-out topping a million bucks (not to mention the lucrative sponsorships that go along with winning), thousands of spectators are expected to attend the weigh-ins and the Classic Outdoor Expo being held at the Shreveport Convention Center.

For additional information go to <http://www.bassmaster.com/classic>

To learn how to participate, contact:

Johnny Wessler, LA North at 318-393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

OR

Julie Fuselier, LACVB at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).

**MEXICO SALES MISSION**

Mexico

February 26 – March 01

Planned for 2012 is a five day intensive sales mission covering the Mexico City and Monterrey regions. The mission will include a media/travel trade event as well as sales calls and reservation center presentations at major tour operator companies.

The Mexican travel market is still a travel agency-based market with most consumers relying heavily on the advice and recommendations of their local agency staff. By educating the retail and corporate agents, we are able to drive increased bookings to Louisiana. In addition to an exhibit booth, our participation includes presentation of informational seminars at each show. The sales mission will be coordinated by LOTs representative in the Mexico market, TravelPie. Up to six partnership opportunities are available for this sales mission.

**Partnership Cost:** Travel Costs

**Partnership Deadline:** January 2, 2012

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

# March 2012

# Schedule

## March 2012

March	Louisiana Road Show
March	Vancouver Sales Mission
March	Expomayoristas Trade Shows
March	Spring Campaign
March 1-4	Paddle Familiarization Tour
March 2-4	Mississippi Garden & Patio Show
March 2-4	NY Times Travel Show
March 4-7	Travel South Showcase
March 8	E-Newsletters
March 16	CMP Applications Due
March 16	CGP Applications Due
March 16-18	Jackson Garden & Patio Show
March 17-20	Le Monde A Paris Travel Show
March 21	Research & Development Dashboard Release
March 22-25	The Good Sam RV Rally

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**LOUISIANA ROAD SHOW (PROPOSED)**

Chicago, IL

October 2011

BP Funded

- The Office of Tourism and participating partners (e.g. CVBs, Seafood Promotion Board, Louisiana Department of Wildlife & Fisheries, Louisiana Restaurant Association) will produce / host an event to highlight the unique qualities of Louisiana.
- Event will offer potential visitors a “hands-on” experience, such as how to cast a fishing line, learn the Cajun two-step, or how to boil/eat crawfish.
- A media partner will promote the event the week prior. The proposed partnership would include a minimum of a \$1 to \$1 advertising match, a sweepstakes, and/or a live remote of the event.
- Louisiana delegates will conduct travel trade and media sales calls in the Chicago area.
- This program will offer partnership opportunity. More information will be provided as details of the program becomes finalized.

*For more information on this program, contact Misty Velásquez  
at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*



**VANCOUVER SALES MISSION**

Canada

Spring 2012

Planned for Spring of 2012 is a three-day intensive sales mission covering the Vancouver, BC region. The mission will include a media/travel trade event as well as sales calls and reservation center presentations at major tour operator companies.

By providing onsite information and educational calls to our primary tour operator clients in this market, we give their personnel the important tools and knowledge that they need to increase sales volume of Louisiana tour product. Partnership opportunities for up to ten Louisiana CVB partners are available for this sales mission.

LOTs representative in the Canadian market, Access Marketing will coordinate the mission.

**Partnership Cost:** \$800 + Travel

**Partnership Deadline:** December 1, 2011

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**EXPOMAYORISTAS TRADE SHOWS***Mexico*

March 2012

Expomayoristas is the prestigious wholesalers association. This six-show series covers the primary retail and corporate travel agency markets throughout Mexico: Leon, Guadalajara, Monterrey, Merida, Puebla and Mexico City. The Mexican travel market is still a travel agency based market with most consumers relying heavily on the advice and recommendations of agency staff. By educating the retail and corporate agents, we are able to drive increased bookings to Louisiana. In addition to an exhibit booth, our participation includes presentation of informational seminars at each show and a full color ad in the Expomayorista magazine.

Partners can provide brochures in a limited quantity to be distributed at each of these shows.

LOT is represented at this show by our representative in the Mexico market, TravelPIE.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## 2012 Spring Campaign

February 6 – April 1, 2012

*Partially funded by BP*

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Within our target demographic (adults 25 -54, household income of \$50k+), we will target consumers whose specific interests coincide with Louisiana's abundant offerings:

Premier outdoor sporting opportunities  
Frequency and variety of festivals  
Premier culinary destination  
Unique cultural experience

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at (225) 219-9858 or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

## **MISSISSIPPI GARDEN AND PATIO SHOW**

Louisiana North

Biloxi MS

March 2-4, 2012

Held at the Mississippi Coast Coliseum & Convention Center this event is attended by approximately 6,000 Biloxi area residents. The show is the perfect opportunity for businesses to showcase their products related to home building, remodeling, improvement, outdoor living and travel.

For additional information go to

[http://www.msnla.org/2011\\_GulfCoast\\_Exh\\_Packet.pdf](http://www.msnla.org/2011_GulfCoast_Exh_Packet.pdf)

To learn more about Louisiana North,  
contact Johnny Wessler at (318) 393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

**NY TIMES TRAVEL SHOW**

Louisiana North

New York NY

March 2–4, 2012

Held at the Jacob K. Javits Convention Center, the NY times Travel Show draws an estimated 18,000+ avid travelers and industry professionals each year. Attendee demographics show a household income of \$75,000, with 65% of the attendees likely to vacation at least 2x per year.

For additional information go to <http://www.nytttravelshow.com/>

To learn more about Louisiana North,  
contact Johnny Wessler at (318) 393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

**TRAVEL SOUTH USA SHOWCASE**

Louisville KY

March 4-7, 2012

This invitation-only event provides pre-scheduled business appointments with travel buyers who are specifically packaging tour product in the twelve partner states of the Travel South USA organization. In addition the show provides pre-scheduled appointments with select travel trade and consumer media from both the domestic and international markets.

CVB and supplier organizations are allowed to participate in the show only as a part of their state's section. In addition to a full schedule of both Trade and media appointments, LOT oversees the overall theme, décor and coordination of the Louisiana section of the Showcase.

At the 2011 Showcase event, there were a total of 26 Louisiana DMO and Supplier exhibitors. LOT had a total of 28 pre-scheduled buyer/tour operator appointments and 16 pre-scheduled media appointments. LOT appointments were conducted by Misty Velasquez (media appointments) and Susan Smith.

For additional information go to <http://www.travelsouthusa.org/showcase.html>

**Registration Deadline:** January 6, 2012

**Partnership Opportunities:** No Partnership Opportunities

For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

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Newsletter will be distributed on 3/8/2012.

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*



## **SOUTHERN WOMEN'S SHOW**

Louisiana North

Memphis TN

March 9–11, 2012

Southern Shows, Inc is proud of our outstanding reputation for creating a special experience for women. As a leading producer of consumer shows, we are committed to producing ad campaigns that reach customers, assisting you to make the most of your participation and creating a wonderful event for women!

The Women's Show is your gateway to reach a qualified audience and a must in your marketing mix. By exhibiting, you have the opportunity to talk one-on-one with thousands of women in a festive, fun and sales-oriented atmosphere. Join us. Create your own success story!

For additional information go to <http://www.southernshows.com/wme/>

To learn more about Louisiana North,  
contact Johnny Wessler at (318) 393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

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## **Competitive Grant Program (CGP)**

### **Annual Program**

The purpose of the LOT Grant Program is to encourage and support marketing and Project Enhancement Initiatives (PEIs) that will contribute to Louisiana's tourism industry by attracting and retaining visitors. To achieve this, the program must:

- Facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience.
- Strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole.
- Increase visitation, length of stay and tourism expenditures in Louisiana.

For the FY 11-12, the LOT Competitive Grants Program received 55 eligible applications. A total of \$309,825.75 was awarded to 42 applicants.

LOT awards two types of grants through this program:

- Marketing Grants – 50% cash match for qualifying marketing expenses associated with the promotion of an event. Payments made on reimbursement basis only. Maximum grant award: \$25,000.
- PEI Grants – Funds may be used for no more than 50% of the total budget of a PEI. A minimum of 25% of the grant must be used for qualifying marketing expenses. Payments made in two installments. Maximum grant award: \$25,000.

**2012/2013 Applications Posted**

**01/12/12**

**2012/2013 Applications Due**

**03/16/12**

*For more information on this program, contact Leeann Borne  
at (225) 342-6376 or [lborne@crt.la.gov](mailto:lborne@crt.la.gov).*

## **Cooperative Marketing Program (CMP)**

### **Annual Program**

The purpose of the Cooperative Marketing Program (CMP) is to empower local governments and tourism promotion organizations to determine which marketing efforts best promote their history, culture, art, folk life, recreation and leisure opportunities, natural and science resources, sites, attractions, accommodations and/or other events or activities that support the LOT.

For the FY 11-12, the Cooperative Marketing Program received 26 applications and awarded over \$471,000. All applicants were funded.

Any CVB or DMO whose media efforts are designed to promote the tourism resources of Louisiana are eligible for grants from LOT of up to 50% of the total cost of approved media. This may not to exceed \$20,000 per organization.

To be considered for funding, applicants must outline campaign goals, target audience and measurements of success for each proposed purchase. Measurements of success can be industry-related tax revenue, Average Daily Rates in destination's lodging, or visitor count.

**2012/2013 Applications Posted**

**01/12/12**

**2012/2013 Applications Due**

**03/16/12**

*For more information on this program, contact Lindsey Schmitt  
at (225)342-7987 or [lschmitt@crt.la.gov](mailto:lschmitt@crt.la.gov).*

**JACKSON GARDEN AND PATIO SHOW**

Louisiana North

Jackson, MS

March 16-18, 2012

Held at the Mississippi Trade Mart on the Fairgrounds in Jackson Mississippi, this event is attended by approximately 6,000 Jackson area residents. The show is the perfect opportunity for businesses to showcase their products related to home building, remodeling, improvement, outdoor living and travel.

For additional information go to [http://www.msnla.org/2011\\_GulfCoast\\_Exh\\_Packet.pdf](http://www.msnla.org/2011_GulfCoast_Exh_Packet.pdf)

To learn more about Louisiana North,  
contact Johnny Wessler at (318) 393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

**LE MONDE A PARIS TRAVEL SHOW**

France

March 17-20, 2012

This four day consumer travel expo in Paris has attendance in excess of 100,000. This is the only consumer travel show in France. LOT's participation in this event provides an outstanding opportunity for media coverage as well as increased consumer awareness of Louisiana as a superior destination.

LOT is represented at this show by our representative in the French Market, Express Conseil .

Partners can send brochures to be distributed at the show. Any print piece distributed must be in French.

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

**THE GOOD SAM RV RALLY**

Southeast Louisiana Gumbo

Phoenix AZ

March 22-25, 2012

Good Sam Rallies provide an annual gathering of RV enthusiasts from across the US and Canada. The rallies include RV and travel seminars, outstanding entertainment, huge trade show with the latest and greatest RVs and RV accessories, and of course, the best people in the world – RVers!

For additional information go to <http://therally.com/>

To learn more about Southeast Louisiana Gumbo, contact Sharon Boudreaux-Stam, at (225) 344-2920 or [sstam@westbatonrouge.net](mailto:sstam@westbatonrouge.net).

April 2012

# Schedule

## April 2012

April	Southern Living-Summer Vacation Issue
April 1	Spring Campaign Ends
April 1-4	Music Familiarization Tour
April 12	E-Newsletter
April 12-15	Southern Women's Show
April 17-19	National Association of Sports Commissioners
April 18	Research & Development Dashboard Release
April 20-26	US Travel Association PowWow



## **SOUTHERN LIVING “PASSIONATE ABOUT LOUISIANA” PARTNERSHIP**

Summer Vacation Issue

Southeast Region

*BP Funded*

This partnership includes advertising, sweepstakes promotion, and print and online advertorial designed to create vacation interest in, and visitation to, Louisiana.

### ADVERTISING

Full-page, 4-color ads will run in the July 2011, November 2011, January 2012 and April 2012 issues of Southern Living Magazine.

### “Passionate About Louisiana” Reader Engagement Program/ Advertorial

Advertorial will run January 2012.

- *Southern Living* Editors will pose a question to their 16 million readers, such as “What do you love about Louisiana?” or “What are your favorite activities to enjoy when visiting Louisiana?”
- SL Editors will launch the topic via the Editors’ blogs (i.e, “Tales from the Road” or “Eating our Words”) and encourage readers to post their answers.
- Full-page bonus advertorial will feature the best reader responses, LOT’s marketing message integrated into the content, the Louisiana “Pick Your Passion” logo, and promotion of a “Pick Your Passion Sweepstakes”.
- Online exposure includes branded content from the advertorial, the LOT logo and direct link, and sweepstakes entry.

### “Pick Your Passion” Sweepstakes Promotion

Promotion via

- The “Passionate About LOU!S!ANA” advertorial
- The full-run Events & More promotion page (1x, minimum 1/6 page)
- SouthernLiving.com marketplace page
- eBlast travel promotion to 432k (features up to 4 travel advertisers)

*For more information on this program, contact Misty Velásquez at (225) 219-9858 or mvelasquez@crt.la.gov.*

## 2012 Spring Campaign

February 6 – April 1, 2012

*Partially funded by BP*

To encourage late winter and early spring travel, specifically during Louisiana's festival season, this 8-week cable TV, internet, print and radio campaign will run in the following markets:

Core Markets:	Dallas/Ft. Worth, Houston, Laurel/Hattiesburg, Mobile, Pensacola, San Antonio
Growth Markets:	Austin, Atlanta, Chicago, Jackson, Little Rock, Memphis, Nashville, Orlando

Within our target demographic (adults 25 -54, household income of \$50k+), we will target consumers whose specific interests coincide with Louisiana's abundant offerings:

Premier outdoor sporting opportunities  
Frequency and variety of festivals  
Premier culinary destination  
Unique cultural experience

## TIMELINE

Tue., Nov. 1, 2011:	Buy-in/application information sent to CVBs.
Thu., Dec. 1, 2011:	Application deadline for participation.
Tue., Dec. 20, 2011:	Submission deadline for creative.

*For more information, contact Misty Velásquez  
at (225) 219-9858. or [mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov).*

## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

Project Description: Email remains one of the most directive and cost effective online marketing tools available for destinations. This email marketing program will leverage LOT's substantial email database to promote and support the four major initiatives throughout the year: Culinary, Music, Sportsman's Paradise, and Culture/International. It is sent monthly to website database (average 150,000). The newsletter program:

- Promotes the micro-sites (which will be transitioning to promoting content on the site once the micro-sites are enveloped into the main site)
- Links to LOTs social media channels
- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 4/12/2012 .

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

## **SOUTHERN WOMEN'S SHOW**

Louisiana North

Nashville TN

April 12–15, 2012

Southern Shows, Inc is proud of our outstanding reputation for creating a special experience for women. As a leading producer of consumer shows, we are committed to producing ad campaigns that reach customers, assisting you to make the most of your participation and creating a wonderful event for women!

The Women's Show is your gateway to reach a qualified audience and a must in your marketing mix. By exhibiting, you have the opportunity to talk one-on-one with thousands of women in a festive, fun and sales-oriented atmosphere. Join us. Create your own success story!

For additional information go to <http://www.southernshows.com/wna/>

To learn more about Louisiana North,  
contact Johnny Wessler at (318) 393-3274 or [jwwessler@aol.com](mailto:jwwessler@aol.com).

**LOUISIANA**  
*Pick your Passion*

**NATIONAL ASSN. OF SPORTS COMMISSIONS (NASC)**

LACVB

Hartford, Ct

April 17-19, 2012

The annual convention of the NASC brings together event rights holders and sports commissions and convention and visitors bureaus from throughout the US. Louisiana participates in the tradeshow with a booth as well as participates in appointments with event holders.

For more information, go to [www.sportscommissions.org/](http://www.sportscommissions.org/)

*For more information on how to become involved in this program,  
call Julie Fuselier at (225) 344-0620 or [jfuselier@pperron.com](mailto:jfuselier@pperron.com).*

**USTA POWWOW**

Los Angeles, CA

April 20-26, 2012

USTA PowWow is a booth –based trade only show, providing pre-scheduled business appointments with international tour operators. The show provides access to the planners and decision-makers in the \$3.5 billion international inbound tourism segment through 20 minute business appointments.

At the 2011 PowWow event, there were a total of 14 Louisiana DMO and Supplier exhibitors with independent booths, and six DMO organizations who participated as booth-share partners with LOT. The LOT booth had a total of 124 pre-scheduled buyer/tour operator appointments and 22 pre-scheduled media appointments. LOT appointments were handled by Jack Warner, Misty Velasquez (media appointments) and Susan Smith along with the six partner CVB delegates.

For the 2012 PowWow LOT will again provide Louisiana DMO and suppliers with six to eight LOT booth buy-in opportunities. For the partnership fee, partners have full registration at PowWow, access to all PowWow networking events and educational programs, and will participate in all LOT pre-scheduled business appointments.

For additional show information go to <http://www.ustravel.org/>

**Registration Deadline:** December 1, 2011

**Partnership Opportunities:** \$2,000 + Travel

*For more information contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

May 2012

# Schedule

## May 2012

May 10	E-Newsletter
May 15	Spring Photography
May 16	Research & Development Dashboard and Quarterly Newsletter Release
May 16-19	2012 Society of Governmental Meeting Professionals



## Internet Marketing E-Newsletter

Annual Program

Louisianatravel.com Database

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- Promotes the micro-sites (which will be transitioning to promoting content on the site once the micro-sites are enveloped into the main site)
- Links to LOTs social media channels
- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 5/10/2012 .

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*

# June 2012

# Schedule

## June 2012

June	ARLAG Trade show
June 14	E-Newsletter
June 17	TTRA Conference
June 20	Research & Development Dashboard Release 2011 Data Released Forecast Released Reports Released

**ARLAG TRADE SHOW**

Mexico

June 2012

Focused on the retail travel trade, the Regional Association of Airlines of Guadalajara has hosted this event for over 20 years. It is the premier event for promotions to the retail and corporate travel agency sector in the Mexico markets.

The Mexican travel market is still a travel agency based market with most consumers relying heavily on the advice and recommendations of their agency staff. By educating the retail and corporate agents, we are able to drive increased bookings to Louisiana. In addition to an exhibit booth, our participation includes presentations of informational seminars at each show.

LOT is represented at this show by our representative in the Mexico Market, TravelPIE

*For more information on this event, contact Susan Smith  
at (225) 342-8207 or [susmith@crt.la.gov](mailto:susmith@crt.la.gov).*

## Internet Marketing E-Newsletter

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- Shares to the consumers social channels
- Allows visitors to sign up to receive a Tour Guide
- Promotes subscription to our eNewsletter

Newsletter will be distributed on 6/14/2012 .

*For more information, contact Jack Warner  
at (225)342-8125 or [jwarner@crt.la.gov](mailto:jwarner@crt.la.gov).*